JACK TRACY
ROOM 320

TRADE NEWS

2-X-H

December 1, 1959

17 ADVERTISERS PLACE CONTRACTS TOTALING $4,250,000 IN NET SALES WITH NBC RADIO NETWORK WITHIN 2 WEEKS AFTER AFFILIATES MEETING

Seventeen advertisers placed contracts totaling $4,250,000 in net sales during the two-week period following the Nov. 11 NBC Radio Affiliates meeting in New York, it was announced today by Matthew J. Culligan, Executive Vice President in charge of the NBC Radio Network.

Mr. Culligan pointed out that this sales volume -- one of the largest amounts ever placed with a radio network in any two-week period during the past 10 years -- indicates a sweeping endorsement of the new NBC Radio Network Plan by advertisers as well as affiliates. By Nov. 25, 95 per cent of the affiliates had pledged full clearance of NBC's new radio network schedule and two programs had received sufficient affiliate acceptance to become permanent elements in the NBC Program Service. The programs are: "Daily Business Trends" with Bob Wilson and "Man on the Go" with Alex Dreier.

The $4,250,000 in net sales are in "News-on-the-Hour," the "Emphasis" segments, "News of the World" and "Monitor."

(more)

The advertisers are: Book Enterprises Inc., Curtis Circulation Co., E. I. Du Pont de Nemours & Co., Electric Auto-Lite Co., Gabriel Co., General Foods Corp. (for Maxwell House Coffee), Gillette Safety Razor Co., R. M. Hollingshead Corp., Life Magazine, Quaker Oats Co., Renault, The Savings & Loan Foundation, Shulton Inc., Sylvania Electric Products Inc., 20th Century-Fox Film Corp., Union Carbide Chemicals Co., and Vick Chemical Co.

The agencies are: Schwab, Beatty & Porter; Batten, Barton, Durstine & Osborn; Grant Advertising; Gray & Rogers; Ogilvy, Benson & Mather; Maxon Inc.; Young & Rubicam; Baker, Tilden, Bogard & Berger; Lake States Imports; McCann-Erickson Inc.; Wesley Associates Inc.; Kudner Agency Inc.; Charles Schlaifer; J. M. Mathes Inc.; and Morse International Inc.

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NBC-New York, 12/1/59

NBC TRADE NEWS

December 1, 1959

'TELEVISION AT LARGE'

Special Feature Reviewing Scope of NBC-TV Programming Will Be Colorcast This Weekend at Request of Affiliates Who Saw It As Annual Meeting Presentation; Dave Garroway Is Star

A special program "Television At Large," reviewing the scope and diversity of NBC-TV programming and starring Dave Garroway, will be colorcast on the NBC Television Network Saturday, Dec. 5 (7-7:30 p.m. EST) and Sunday, Dec. 6 (1-1:30 p.m. EST).

The presentation is being made in response to requests by NBC-TV affiliates who saw it at their annual meeting in New York on Nov. 12, along with more than 50 key advertising agency executives and members of the press.

A review of NBC-TV programming trends since 1950, the special feature was suggested for network presentation by the affiliates, who hailed it as being both informative and entertaining. As a Cellomatic presentation, it has been a highlight of the affiliate meetings for the past three years.

It is being telecast twice for the convenience of affiliates. In New York, WRCA-TV will telecast it Saturday at 7 p.m. EST.

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MURRAY HEILWEIL AND FRED HORTON ARE APPOINTED
TO STAFF POSITIONS IN MEDICAL RADIO SYSTEM

Two appointments to staff positions in the Medical Radio System, a service of NBC-RCA, were announced today by Henry T. Sjogren, project manager. Murray Heilweil was placed in charge of subscription sales to the medical profession, and Fred Horton will be in charge of sales to ethical pharmaceutical manufacturers.

Mr. Heilweil joined NBC in 1952 as merchandising manager of the NBC Television Network. In 1958 he was named marketing director of the NBC Radio Network. Before coming to NBC, he was assistant director of the trade extension division of The American Weekly, and served as a U. S. Army Air Corps officer during World War II. He was graduated from St. John's University Law School in 1934 and is a member of the New York Bar.

Mr. Horton came to NBC in 1940 as a salesman for the NBC Radio Network. He was named director of sales for NBC Radio in 1954 and was promoted to the post of general sales executive for the network in 1958. He was a lieutenant-commander in the U. S. Navy during World War II.

The Medical Radio System, a special service for physicians, is guided by a medical board of nationally prominent doctors. The system aims to overcome one of the modern physician's most critical problems -- the lack of sufficient time to keep informed of the latest news about new drugs, techniques and diagnostic methods. Specially built receivers in physicians' offices will receive medical informational material to be broadcast on an FM multiplex subcarrier channel during three 15-minute transmissions each working day. In addition, specially selected music will be heard in the doctor's waiting room during the remainder of the day.

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NBC-New York, 12/1/59

NBC COLOR TELEVISION NEWS

December 1, 1959

'PRICE IS RIGHT' AND 'TRUTH OR CONSEQUENCES' MONDAY-THROUGH-FRIDAY DAYTIME SHOWS WILL BE COLORCAST STARTING DEC. 14

Two of the NBC-TV Network's popular daytime audience-participation programs -- "The Price Is Right" starring Bill Cullen, and "Truth or Consequences" starring Bob Barker -- will become daily colorcast series starting Monday, Dec. 14.

Effective the same date, the daytime series of "It Could Be You" starring Bill Leyden, which is currently colorcast, will be televised in black-and-white only (Monday through Friday, 12:30 p.m. EST). The nighttime version of "It Could Be You" (Saturdays at 10:30 p.m. EST) continues as a black-and-white series.

This will be the first time since the daytime "The Price Is Right" series (Monday through Friday, 11 a.m. EST) began on Nov. 26, 1956, that it will be colorcast. The nighttime version, which has been colorcast since it started in September, 1957, is presented on Wednesdays at 8:30 p.m. EST.

"Truth or Consequences" (Monday through Friday, 12 noon EST) was previously colorcast from October, 1958, through Sept. 25 of this year, when it was presented at 4 p.m. EST. After a one-month hiatus, it returned as a black-and-white series in its current time period.

"Truth or Consequences" and "It Could Be You" originate in Hollywood, and "The Price Is Right" in New York.

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December 1, 1959

NEHRU OF INDIA AND FOUR OTHER GOVERNMENT HEADS WHO WILL MEET EISENHOWER ON HIS OVERSEAS TRIP WILL BE INTERVIEWED ON NBC-TV's "JOURNEY TO UNDERSTANDING"

Interviews with Prime Minister Jawaharlal Nehru of India and four other government heads who will meet with President Eisenhower on his overseas trip will be presented on "Journey to Understanding -- Volume II" on the NBC-TV Network.

The other four interviews on the NBC News series of nighttime specials are with Premier Adnan Menderes of Turkey, the Shah of Iran, Prince Mohammed Daud Kahn of Afghanistan and President Habib Bourguiba of Tunisia.

In addition, an interview with Foreign Minister Evanghelos Averof-Tossizza of Greece is scheduled on the series of eight specials covering the President's diplomatic mission and the Western summit conference in Paris.

The interviews are scheduled as follows:

Premier Menderes interviewed by NBC News correspondent John Rich -- Report One of the "Journey to Understanding" series Monday, Dec. 7 (8-8:30 p.m. EST).

(more)

Prince Daud and Prime Minister Nehru interviewed by NBC News correspondents John Chancellor and Welles Hangen, respectively -- Report Two, Thursday, Dec. 10 (10:30-11 p.m. EST).

Foreign Minister Averof-Tossizza and the Shah of Iran interviewed by NBC News correspondents Phyllis Hepp and Irving R. Levine -- Report Four, Sunday, Dec. 13 (6:30-7 p.m. EST).

President Bourguiba interviewed by NBC News correspondent Edwin Newman -- Report Five, Friday, Dec. 18 (8-8:30 p.m. EST).

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NBC-New York, 12/1/59

December 1, 1959

"TODAY" WILL PRESENT 16 HOURS OF PROGRAMMING ON PRESIDENT EISENHOWER'S OVERSEAS TRIP

Dave Garroway's "Today" show on the NBC-TV Network will present a total of 16 hours of programming on President Eisenhower's trip abroad, starting with a full two-hour show devoted to the President's journey on the day of his departure, Thursday, Dec. 3. ("Today" is telecast Monday through Friday, 7-9 a.m. EST).

Producer Robert L. Bendick, who has just returned to New York after five days in Europe directing preparations for the extensive coverage, said "Today" will devote a major part of every telecast to the trip during its duration (Dec. 3-22).

One basic objective of the coverage is to give "Today" viewers a close look at the major political leaders along the President's route. "Today" will explore the personalities of these men and show how they are likely to affect the President's personal diplomacy. Opposition leaders as well as heads of state will be studied through interviews, films, photographs, recordings of past speeches and other sources of information.

Interviews with Italy's President Gronchi and Communist Party leader Togliatti will be presented on Friday, Dec. 4, the day President Eisenhower is scheduled to arrive in Rome.

(more)

At each stop along the route, the results of the President's visit will be evaluated by persons representing a cross-section of political opinion. These will include ambassadors, editors and correspondents from Iron Curtain countries as well as from the West.

Irving R. Levine, special correspondent for "Today" on the tour, already has visited key places with a film crew to do advance stories. He will cover the entire route when the tour starts, "leap-frogging" ahead of the Presidential party to be at each stop when the President arrives. Levine will give on-the-scene reports of the principal developments at every stop before preceding the President to the next place.

During each day's coverage, Dave Garroway will have a studio guest who can provide information and expert opinion on the particular area the President is visiting at that time. For example, Secretary of Agriculture Ezra Taft Benson will be the guest on the day the President visits the U. S. Agricultural Exhibition in New Delhi. Other guests will include ambassadors from countries on the President's itinerary and American authorities on these places.

Bendick said "Today" expects to present interviews with the foreign ministers of Great Britain, France and West Germany before the start of the Western summit meeting in Paris, which begins Dec. 19.

Program manager Eugene S. Jones will coordinate the coverage, which will make use of all available facilities -- film, video tape and direct audio pickups from the scene of late developments. The coverage will be rushed to NBC's New York studios by a combination of methods, including jet plane, Eurovision network and trans-Atlantic wire film.

(more)

Late-breaking news will be handled by "Today" news editor Frank Blair in New York and developments in Washington will be covered by NBC News correspondent Martin Agronsky.

At the conclusion of the President's tour, Levine will return to the United States for a round table discussion with Dave Garroway and guests on Wednesday, Dec. 23 to evaluate the accomplishments of the President's mission.

The "Today" special program on Thursday, Dec. 3, initiating the comprehensive coverage, will show the scope and world significance of President Eisenhower's journey. Dave Garroway will trace the President's route on a map 40 feet long and nine feet high, which was made especially for "Today" by the Hammond Map Company and is the largest map ever made for a television program.

"Today" will preview the places the President will visit, presenting "sight and sound" biographies of the heads of state of the 11 countries on his route.

A panel will discuss the reasons for the tour, the issues involved and the chances of success. The participants in this discussion will include Dr. Herbert Feis, noted historian and economist and a member of the Institute for Advanced Study, Princeton University; Paul H. Nitze, vice chairman of the Democratic Advisory Committee on Foreign Policy; a representative of the Eisenhower Administration (soon to be announced), and Agronsky. Garroway will be moderator.

Agronsky will interview Chief U. E. Baughman of the U. S. Secret Service on security arrangements for the trip and will narrate films showing the exterior and interior of the plane to be used. The telecast also will include interviews with members of the President's official family.

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NBC-New York, 12/1/59

December 1, 1959

CONGRESSMEN CHOOSE NBC-TV NETWORK, COMMENTATORS CHET HUNTLEY AND DAVID BRINKLEY, AND 'TODAY' AS FAVORITE TV NEWS SOURCES

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528 Members Are Interviewed in Survey

The NBC-TV Network, two of its commentators -- Chet Huntley and David Brinkley -- and its "Today" program have been chosen by members of Congress as their favorite sources of television news, a survey showed today.

The survey, made by Walter Gerson and Associates Inc., was conducted by personal interview with 528 of the 537 members of Congress. Neither the interviewers nor the respondents knew the sponsors of the survey. Among the highlights of the findings:

NBC was named in the survey as the network Congressmen watched most for the news, as the network offering the most complete news coverage and as the network doing the best job in serving the public interest.

NBC News commentators Chet Huntley and David Brinkley were the first choice of the Senators and Representatives by a wide margin. They were preferred by 32.8 percent -- double the percentage for the newscaster named to second place in the survey.

NBC-TV's "Today" program is watched by one out of three members of Congress. Of these, more than 60 per cent

(more)

think the program does an "above-average job of broadening the public's general knowledge."

The survey, covering NBC's WRC-TV and the other three stations in Washington, was conducted in August, 1959. Interviews were completed with 98 of the 100 Senators and 430 of the 437 Representatives. Wherever possible, the Congressman himself was contacted. When he could not be contacted personally, a member of his staff asked him questions from a prepared questionnaire.

The survey showed that 45.5 per cent of the Congressmen watched NBC most for the news (compared to 34 per cent for the second network), 46.8 per cent thought NBC gave the most complete news coverage (compared to 45.5 per cent) and 49.7 per cent chose NBC for the best job in serving the public interest (compared to 45.9 per cent).

Chet Huntley and David Brinkley were the first choice of 32.8 per cent of those interviewed, compared to the 16.1 per cent who selected John Daly. Other newscasters mentioned in the survey included Walter Cronkite, 6.6 per cent; Joseph McCaffrey, 5.1 per cent, and Douglas Edwards, 4 per cent.

When asked which television program they watched in the morning, 34.9 per cent of the members of Congress named the "Today" program. Only three per cent named another program, while 53.8 per cent reported that they watch no morning program and others liked all programs equally, watched no television at all or had no TV set in Washington.

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NBC-New York, 12/1/59

December 1, 1959

FOR THE NATION TO REMAIN FREE, IT MUST DEEPEN FUND OF KNOWLEDGE POSSESSED BY GENERALITY OF PEOPLE, NBC'S EDWARD STANLEY STATES AT PENNSYLVANIA STATE UNIVERSITY COMMUNICATION FORUM

If the nation means to stay free, under a system of representative government, it must intensify and deepen the fund of knowledge possessed by the generality of people, Edward Stanley, NBC Director of Public Affairs and Education, said in an address at the Communication Forum at Pennsylvania State University today (Tuesday, Dec. 1).

"The free flow of information, what we define as News, is a first social necessity for any free people," Mr. Stanley said. "But this is being matched now by the necessity of the mass distribution of another kind of information, what we call Education."

Mr. Stanley cited the NBC "Continental Classroom" as the first time that "so massive a communications instrument" as a commercial television network has been used "frankly and openly" to teach.

"I say frankly and openly," he said, "because, while we give these programs as much professional polish as they will in their nature accept, we have not tried in any way to make them entertainment, to lure viewers by suggesting that it isn't going to hurt, or to introduce any gimmicks which go under the name of 'production values' or 'showmanship.' The values lie in the content."

With two courses this year -- one in Modern Chemistry (in color), the other a repeat of last year's Atomic Age Physics -- Mr. Stanley said that "Continental Classroom" for the whole hour is reaching over 1,000,000 different adult viewers each week.

(more)

"The Physics class has a total weekly audience of 330,000," he said. "The Chemistry course has a total weekly audience of over 2,000,000 adult viewers." He noted also that 160 stations and more than 300 colleges and universities are participating in the venture.

"We are working now on next year's course, probably again one of the natural sciences in which there is a teacher deficit," Mr. Stanley said, "and I see no likelihood in the foreseeable future that we will bow out. If anything, I think the prospects are that we will enlarge the coverage and I do believe that a certain amount of this kind of programming will become a must for television. We have, in effect, created a national resource."

He predicted "a good deal more of it" on individual stations, perhaps on the other networks. "Obviously the commercial stations and networks cannot possibly meet all the demands of this social necessity," he said, "and I would expect and hope to see great stimulation in the establishment of educational television stations and the creation of an educational network. The National Educational Television and Radio Center has managed already to achieve this in effect, although they do not have their own lines."

He noted that NBC has, for several years, been producing programs in cooperation with the Center which are designed primarily for the educational stations.

"So far, with 'Continental Classroom' we have been concerned only with the natural sciences. These programs are relatively simple to construct, in their interior organization, although they require great attention to production. We must, when we have caught up the lag in science, approach the humanities, the behavioral and social sciences. In my opinion, this is a far more difficult field, more difficult by far to translate an abstract idea into visual terms."

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NBC-New York, 12/1/59

JACK TRACY
ROOM 320

TRADE NEWS

December 2, 1959

CALEY AUGUSTINE OF WIIC-TV, PITTSBURGH, IS TOP WINNER OF SECOND ANNUAL NBC PROMOTION MANAGERS CONTEST

- - -

Nearly 100 NBC-TV Affiliates Took Part in Competition

Caley Augustine of WIIC-TV, Pittsburgh, has won the second annual NBC Promotion Managers Contest, it was announced today by Al Rylander, Director of Exploitation.

Nearly 100 NBC Television Network affiliates took part in the competition for the best, most complete and imaginative campaigns on behalf of the NBC-TV Fall evening schedule, Mr. Rylander said.

Mr. Augustine and the second, third, fourth and fifth place winners will receive an eight-day, expense-paid trip to Hollywood, Jan. 9-16. They will meet stars of the new NBC-TV shows, watch rehearsals, filming and taping and learn the inside of network production, planning and programming.

Contest judges -- all in the advertising field -- were Lewis Titterton, Compton; Herminio Traviesas, BBDO; James Bealle, K & E; Michael Johnson, William Esty; Lee Rich, Benton and Bowles; Al Hollender, Grey; George Frey, SSC&B, Paul Louis, Leo Burnett; Doris Willens, advertising columnist, New York Journal-American; and Carl Spielvogel, advertising columnist, New York Times.

(more)

The complete list of winners and their prizes:

1. Caley Augustine, WIIC-TV, Pittsburgh -- Trip to Hollywood.
2. Jim Knight, WTRF-TV, Wheeling, W. Va. -- Trip to Hollywood.
3. Charles Cash, WSM-TV, Nashville, Tenn. -- Trip to Hollywood.
4. Henry F. Hines, WBAL-TV, Baltimore -- Trip to Hollywood.
5. Edna L. Seaman, WFBC-TV, Greenville, S. C. -- Trip to Hollywood.
6. John Hurlbut, WFBM-TV, Indianapolis -- RCA Victor color TV.
7. Kirt Harris, KPRC-TV, Houston -- Hi-fi set.
8. Walter Purcell, WNDU-TV, South Bend, Ind. -- Tape recorder.
9. Calo Mahlock, WKJG-TV, Ft. Wayne, Ind. -- RCA Sportable.
10. Mike Schaffer, WAVY-TV, Norfolk, Va. -- RCA Sportable.

    Arthur Garland, WRGB-TV, Schenectady, N. Y. -- RCA Sportable.

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NBC-New York, 12/2/59

The complete list of winners and their prizes:

1. Caley Augustine, WIIC-TV, Pittsburgh -- Trip to Hollywood.
2. Lee Bright, WTIF-TV, Wheeling, W. Va. -- Trip to Hollywood.
3. Charles Cash, WSM-TV, Nashville, Tenn. -- Trip to Hollywood.
4. Henry P. Times, WBAL-TV, Baltimore -- Trip to Hollywood.
5. Dave L. Lemon, WRGC-TV, Greenville, N. C. -- Trip to Hollywood.
6. John Marlow, WFBM-TV, Indianapolis -- [illegible] color TV.
7. Kirk Harris, KFMC-TV, Houston -- [illegible]
8. Walter Purcell, WHCU-TV, Cornell Univ. -- Tape recorder.
9. Cato Manlock, WHIG-TV, St. Wayne, Ind. -- [illegible] Sportsbag.
10. Kirk Schaffer, WAVY-TV, Norfolk, Va. -- [illegible] Sportsbag.

Arthur Hanlon, WHCU-TV, Schenectady, N. Y. -- [illegible] Sportsbag.

[illegible]

NBC COLOR TELEVISION NEWS

December 2, 1959

VICE PRESIDENT RICHARD M. NIXON WILL BE GRAND MARSHAL OF TOURNAMENT OF ROSES PARADE, FAMOUS NEW YEAR'S DAY EVENT TO BE COLORCAST BY THE NBC TELEVISION NETWORK

Vice President Richard M. Nixon will be grand marshal of the 71st Annual Tournament of Roses Parade.

Mr. Nixon will lead the world-famed floral procession in Pasadena (Calif.) on New Year's Day, riding in a rose-covered car with his wife and their daughters, Julie and Patricia. The parade will be colorcast over the NBC-TV Network, Friday, Jan. 1, 1960, (11:30 a.m.-1:45 p.m. EST).

Sponsoring the colorcast will be the Minute Maid Corporation, through Ted Bates and Company. This will be the sixth consecutive year that Minute Maid has participated in sponsorship of the parade coverage.

Tournament Association President Raymond A. Dorn said: "We will also host consular representatives of 48 nations. They will view the festivities from the stand reserved for distinguished visitors. Therefore, it is most appropriate that the grand marshal be the man who holds the office of the Vice President of the United States."

The Tournament of Roses Parade will be only part of the NBC-TV Network's New Year's Day coverage of holiday events. The parade will be followed immediately by the network's color coverage of the

(more)

26th annual Sugar Bowl classic from New Orleans (1:45 p.m. EST). After that traditional grid battle, the scene will shift back to the West Coast for coverage of the 46th annual Rose Bowl Game (4:45 p.m. EST).

The 60 beautiful parade floats, which will include the vehicle carrying the tournament President and the throne float of the Rose Queen and her six Princesses, will embrace the theme "Tall Tales and True."

"The 1960 theme will give the float sponsors a chance to enter lovely floats patterned after a fact or fiction motif," Mr. Dorn said. "With this opportunity for diversity, this year's procession should have some of the finest floats in the tournament's history."

What promises to be a special attraction is a float planned by the Telephone Answering Service of America -- a flower facsimile of the impending summit conference with living impersonators of the four leading powers' top officials -- President Eisenhower, President De Gaulle, Premier Khrushchev and Prime Minister Macmillan. The proposed float will project the theme, "World Peace Through Communications."

Tournament officials estimate that nearly 1,750,000 persons will line Colorado Boulevard, main thoroughfare of the Crown City, along the five-mile route of the parade.

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NBC-New York, 12/2/59

December 2, 1959

Attention, Sports Editors

NBC-TV NETWORK TO COVER EIGHT TOP POST-SEASON GRID GAMES, WITH FOUR CONTESTS SCHEDULED FOR COLORCAST

- - -

NBC Radio Network to Broadcast Five Games

Only one game remains on NBC-TV Network's "Game of the Week" schedule, but there are eight post-season games still on tap before the end of the 1959 football season.

Seven of the games on the 10-date collegiate slate this Fall were colorcasts -- including the Dec. 5 finale between top-ranked Syracuse and UCLA. Color TV also plays a big role in the post-season lineup, with four of the games to be colorcast. There is one game more on the post-season schedule this year than a year ago. Five of the games also will be covered by the NBC Radio Network.

Here is the eight-game slate on NBC-TV (telecast times listed):

Saturday, Dec. 19 (12:45 p.m. EST) -- First Liberty Bowl Game at Philadelphia Stadium. Penn State (8-2) vs. Alabama (7-1-2).

Saturday, Dec. 26 (colorcast, 1:45 p.m. EST) -- 22nd annual Blue-Gray all-star game at Cramton Bowl, Montgomery, Ala.

(more)

Sunday, Dec. 27 -- National Football League Championship Game, in park of Western Conference titleholder. (Teams and starting time still to be determined.)

Friday, Jan. 1 (colorcast, 1:45 p.m. EST) -- 26th annual Sugar Bowl Game at New Orleans, La. Louisiana State (9-1) vs. Mississippi (9-1).

Friday, Jan. 1 (4:45 p.m. EST) -- 46th annual Rose Bowl Game at Pasadena, Calif. Washington (9-1) vs. Wisconsin (7-2).

Saturday, Jan. 2 (4:45 p.m. EST) -- 35th annual East-West Shrine Game at Kezar Stadium, San Francisco, Calif.

Saturday, Jan. 9 (colorcast, 3 p.m. EST) -- 11th annual Senior Bowl Game at Ladd Memorial Stadium, Mobile, Ala.

Sunday, Jan. 17 (colorcast, 3:45 p.m. EST) -- 10th annual Pro Bowl Game at Los Angeles Coliseum.

The Blue-Gray, NFL Championship, Sugar Bowl, Rose Bowl and East-West games will be covered by the NBC Radio Network as well as NBC-TV. Radio time for all five will be the same as TV time.

This will be the ninth consecutive year that NBC has presented TV and radio coverage of football's oldest bowl classic, the Rose Bowl Game. It is the sixth consecutive year on NBC for the Blue-Gray Game, the fifth straight year for the NFL Championship and East-West games, and third straight year for the Sugar Bowl, Senior Bowl and Pro Bowl games.

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NBC-New York, 12/2/59

BEATING TIME DIFFERENCE BETWEEN ITALY AND U.S.

- - -

NBC News Will Telecast Eisenhower's Noon Arrival in Rome At 10 a.m. (EST) Through Use of Trans-Atlantic Wire Film

President Eisenhower's arrival in Rome at noon Friday, Dec. 4, will be transmitted to New York via the Eurovision network and trans-Atlantic wire film to beat the time difference between the two cities and be telecast on the NBC-TV Network at 10 a.m. (EST) the same day.

The pioneering telecast will require the cooperation of the television networks of four countries. They are -- besides NBC -- the Italian network (RAI) the British Broadcasting Corporation and the Canadian Broadcasting Corporation.

Live coverage of the President's arrival, expected at about noon Rome time, will be fed from Rome to London on the Eurovision lines. The NBC News coverage will be recorded on kinescope in London and edited to a segment about one minute in length.

The kinescope segment will then be transmitted to Montreal on the trans-Atlantic wire film system, which sends film pictures on the undersea telephone cable. In Montreal, the film will be processed and fed via the NBC-TV Network lines to New York.

The entire process, from the President's landing in Rome to the U. S. telecast, is expected to take less than four hours. This will permit NBC News to beat the six-hour time difference between Rome and New York by at least two hours.

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NBC-New York, 12/2/59

December 2, 1959

PERCEPTION AND INTUITION ARE MAJOR FACTORS IN THE SCORING OF 'PLAY YOUR HUNCH,' STARRING MERV GRIFFIN, ON NBC-TV

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Monday-Through-Friday Daytime series Starts Dec. 7

Perception and intuition are major factors in the scoring on "Play Your Hunch," audience-participation program starring Merv Griffin which becomes a Monday-through-Friday series on the NBC-TV Network effective Monday, Dec. 7 (10:30-11 a.m. EST).

Two pairs of contestants will compete at a time, with each team formed on a basis of personal relationship (such as a married couple or a brother and sister). To win a game, a team must win the best of three matches.

The problem in each match will generally take one of two forms -- multiple choice or closest guess -- and involve the use of intuition in determining the correct answer.

In the former, the team must make the correct choice from several possibilities. For example, three men may appear, as a head waiter, a waiter and a bus boy and act in a brief restaurant scene. Contestants would be told that one of the men is actually performing the task he normally does in his line of work. The problem would be to decide which one of the three men it is.

(more)

In the second type of problem, both contestants are asked the same question. An example is: "What is the combined age of this golden wedding anniversary couple?" They must write down and show their answers simultaneously. The team guessing closest wins the match.

A match begins when the team designated as the "challengers" is offered the choice of playing a hunch or passing -- in which case the opponents go first. If the team getting first crack at the problem gives the wrong answer, the other team then gets a chance.

A team receives $50 for each match it wins and the first to win three matches gets $150 and victory in the game. The winners continue playing until they lose a game. The losers keep any money they had won. If they do not win any money they receive a small consolation prize.

"Play Your Hunch" is a Goodson-Todman production. The producer is Ira Skutch, who has produced "Two for the Money" and directed several other Goodson-Todman shows including "Beat the Clock" and "I've Got a Secret." Mike Gargiulo is director.

"Play Your Hunch," was presented on other networks in the latter part of 1958 and early 1959. The series starting Dec. 7 includes several innovations.

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NBC-New York, 12/2/59

JACK TRACY
ROOM 320

2-X-H NBC TELEVISION NETWORK NEWS

December 3, 1959

"JOURNEY TO UNDERSTANDING--VOL. II"

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Report One of NBC News' Eisenhower Tour Coverage Will Feature President's Weekend in Rome and His Stay in Ankara

President Eisenhower's weekend in Rome and his stay in Ankara will be featured in Report One of the eight-program series "Journey to Understanding -- Volume II" on the NBC-TV Network, Monday, Dec. 7 (8-8:30 p.m. EST).

With Frank McGee as commentator in New York, the program will cover the President's three-day stay in Italy, including his meetings with Italian government leaders and his visit with Pope John XXIII at the Vatican.

The program will also show the President's arrival in Ankara, Turkey, the welcoming ceremonies at the airport and his visit to the tomb of Ataturk. In addition, there will be a filmed interview with Premier Adnan Menderes and a special report on Turkey's armed strength.

Coverage of the President's stay in Ankara will be rushed to New York by a combination of charter plane and regular jet flights. Film of his departure from Ankara will reach New York for same-day coverage via the trans-Atlantic wire film system from London.

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RALPH BURNS WRITES "JOURNEY TO UNDERSTANDING" SYMPHONIC THEME FOR NBC TELECASTS ON EISENHOWER'S GOOD-WILL TOUR

A special symphonic theme portraying President Eisenhower's good-will tour abroad has been written by composer Ralph Burns for the NBC-TV Network's series of special news programs, "Journey to Understanding -- Volume II."

The "Journey to Understanding" theme, one of the first such compositions ever written for a news program, was recorded by a 45-piece orchestra conducted by Burns and will be played on all eight programs of the series, starting with Report One Monday, Dec. 7 (8-8:30 p.m. EST). Burns said that the theme was written in four different settings -- "triumphal, European, Oriental and in a solemn setting for state occasions during the tour."

Among many other television credits, Burns was conductor, arranger and composer in 1958 for Benny Goodman's "Swing into Spring" program and a Phil Silvers special.

NBC-New York, 12/3/59

JACK TRACY
ROOM 320

2-X-H NBC TELEVISION NETWORK NEWS

December 4, 1959

NBC NEWS SCHEDULES 20 EISENHOWER TRIP REPORTS
VIA TRANS-ATLANTIC CABLE FILM SYSTEM

NBC News has scheduled 20 reports via the trans-Atlantic cable film system to cover President Eisenhower's good will tour abroad on special and regular news programs of the NBC-TV Network.

The reports include coverage of the President's arrival at Ciampino Airport, Rome, which was telecast on the NBC-TV Network Friday morning (Dec. 4), and his arrival at Quirinale Palace in Rome, telecast at noon the same day.

Other reports, averaging about one minute in length, will cover his visits in Turkey, Pakistan, India and his breakfast with Tunisian President Habib Bourguiba. There will also be cable film of the Western summit meeting in Paris, the President's meeting with General Franco in Madrid, and his visit to Morocco.

The cable film system, developed by the British Broadcasting Corporation, permits film to be sent on the trans-Atlantic telephone cable. One minute of film, sent a frame at a time, requires about 100 minutes of transmission time.

The special reports are telecast on the "Journey to Understanding" series of specials, "Time: Present--Chet Huntley Reporting," the "Texaco Huntley-Brinkley Report," and the "Today" program. In some cases regular programming will be interrupted for presentation of the reports.

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PRESIDENTIAL JOURNEY

- - -

Notes on NBC News Coverage of Eisenhower's Tour

A touch of the TV Western in the Khyber Pass was discovered by NBC News correspondent John Chancellor, who traveled one night along the historic route while preparing for coverage of President Eisenhower's visits to Afghanistan and Pakistan. "The Pakistanis send two soldiers to ride shotgun on any vehicle that goes through the pass after dark, because of bandits and rebellious tribesmen," Chancellor wrote in a report to NBC News in New York.

Chancellor warned colleagues heading his way to beware of what they eat and drink in Afghanistan. "We drank mostly tea and grapefruit juice (at $1 a can)," he said. "I brushed my teeth using tea, which turns your toothbrush black after a few days."

As for contact with the outside world, "sending a letter involves a trip to the post office and sending a cable takes about an hour and a half," Chancellor wrote. "Incoming cables are not always delivered and outgoing cables (I suspect) are sometimes unsent. There is no such concept as collect in the Afghan telegrapher's mentality."

* * *

NBC News' White House correspondent Ray Scherer brought along a typewriter, tape recorder and portable shortwave radio when he left on the Presidential tour. But he still managed to tip the luggage scales at exactly the limit specified by Presidential Press Secretary James Haggerty -- just 66 pounds.

(more)

Before departure, Scherer checked the pronunciation of such exotic places at Esenboga (the airport at Ankara, Turkey), Mauripur (airport at Karachi, Pakistan) and Rashtrapati Bhavan (the palace where the President will stay in New Delhi). He also prepared himself to report two sports events scheduled for the tour -- a cricket match and a "riding and tent-pegging display" in Pakistan.

Scherer was full of praise for the detailed briefing by members of the White House staff before he left. They even suggested that he wear moccasins so that he could easily slip off his footwear before entering mosques along the way.

-----o-----

NBC-New York, 12/4/59

Attention, Sports Editors

SENIORS WIN ALL POSITIONS ON NBC'S 1959 ALL-AMERICA ELEVEN;
SYRACUSE'S BEN SCHWARTZWALDER CHOSEN "COACH OF THE YEAR"

FOR RELEASE SUNDAY, DEC. 6

An all-senior lineup with one holdover member comprises NBC's 1959 All-America eleven. Selected to direct the talented team as "Coach of the Year" is Ben Schwartzwalder of top-ranked Syracuse.

The honored players and coach, chosen by a panel of NBC sportscasters under supervision of Sports Director Tom S. Gallery, was announced yesterday (Dec. 5) following NBC-TV's final collegiate grid-cast of the regular season.

Here is NBC's All-America team:

Left End.....Bill Carpenter, Army
Left Tackle.....Dan Lanphear, Wisconsin
Left Guard.....Roger Davis, Syracuse
Center.....Maxie Baughan, Georgia Tech
Right Guard.....Maurice Doke, Texas
Right Tackle.....Ron Mix, Southern California
Right End.....Don Norton, Iowa
Quarterback.....Dale Hackbart, Wisconsin
Left Halfback.....Billy Cannon, Louisiana State
Right Halfback.....Ron Burton, Northwestern
Fullback.....Charley Flowers, Mississippi

-----o------

NBC-New York, 12/4/59

December 4, 1959

NATIONAL BROADCASTING COMPANY TAKES DIRECT CONTROL OF ARRANGEMENTS TO OBTAIN PRIZE MERCHANDISE FOR ANY PROGRAM ON ITS FACILITIES

The National Broadcasting Company will take direct control of arrangements for obtaining prize merchandise for any program on its facilities, it was announced today by James A. Stabile, NBC's Vice President in charge of Standards and Practices.

Under the new policy, no merchandise will be acquired for a program unless it is to be awarded as a prize on the program. All such prizes will be acquired by purchase or in exchange for identification on the program. No cash payments will be received from the suppliers of merchandise given as prizes. The identification of merchandise prizes and their donors will conform to the Codes of the National Association of Broadcasters.

The new policy is effective immediately. It will be implemented on a program-by-program basis as soon as appropriate arrangements can be worked out.

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'SUNDAY SHOWCASE'

CAST AND CREDITS FOR 'THE INDESTRUCTIBLE MR. GORE'

NBC-TV Network Colorcast Sunday, Dec. 13 (8-9 p.m. EST)

PROGRAM:	"The Indestructible Mr. Gore" on "Sunday Showcase"
TIME:	NBC-TV Network colorcast, Sunday, Dec. 13, 8-9 p.m. EST.
ORIGINAL PLAY BY:	Gore Vidal
EXECUTIVE PRODUCER:	Robert Alan Aurthur
PRODUCER:	Alex March
DIRECTOR:	William A. Graham
ASSOCIATE DIRECTOR:	Robert Hopkins
COSTUMES:	John Boxer
MAKEUP:	Bob O'Bradovich
SCENIC DESIGNER:	Trew Hocker

* * *

SPONSOR:	Radio Corporation of America
AGENCY:	Kenyon & Eckhardt Inc.
ORIGINATION:	NBC-TV Network's Brooklyn (N.Y.) Color Studio
NBC PRESS REPRESENTATIVE:	Noreen Sherlock, New York

* * *

THE CAST

THOMAS PRYOR GORE.....William Shatner

JUDGE WINGATE.....E. G. Marshall

NINA KAY.....Inger Stevens

NARRATOR.....Gore Vidal

MRS. CLEGG.....Nancy Marchand

MR. CLEGG.....Henderson Forsythe

(more)

(SUNDAY SHOWCASE)

CAST AND CREDITS FOR "THE INDESTRUCTIBLE MR. GORE"

NBC-TV Network Colorcast Sunday, Dec. 13 (8-9 p.m. EST)

ROGRAM:	"The Indestructible Mr. Gore" on "Sunday Showcase"
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ORIGINAL PLAY BY:	Gore Vidal
EXECUTIVE PRODUCER:	Robert Alan Aurthur
PRODUCER:	Alex March
DIRECTOR:	William A. Graham
ASSOCIATE DIRECTOR:	Robert Hopkins
COSTUMES:	Tom Hooker
MAKEUP.	Ben O'Bramovich
SCENIC DESIGNER:	Tom Hooker

* * *

SPONSOR:	Bonle Corporation of America
AGENCY:	Ernest & Schubert Inc.
ORIGINATION:	NBC-TV Network's Brooklyn (N.Y.) Color Studio
NBC PRESS REPRESENTATIVE:	Norman Sherlock, New York

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THE CAST

THOMAS PRIOR GORE	William Shatner
JUDGE WINGATE	E. C. Marshall
MINA KAY	Inger Stevens
MAHRAKUR	Gore Vidal
MRS. CLEGG	Nancy Marchand
MR. CLEGG	Henderson Forsythe

(more)

CAM KAY.....William Traylor

CORA.....Molly McCarthy

CLYDE FINCHLEY.....Jim Boles

SENATOR.....John Alexander

THOMAS GORE.....Carson Woods

POLITICIAN #1.....Leon Janney

POLITICIAN #2.....Ken Konopka

SECRETARY.....Allyn Monroe

TOM GORE.....Tim O'Connor

* * *

THE STORY

"The Indestructible Mr. Gore" is an original drama based on incidents in the early career of the late Thomas Pryor Gore, blind Senator from Oklahoma. As the story opens -- 15 years before Gore's election -- he is a young lawyer starting out on his first job, practicing with a noted judge in Corsicana, Texas. Gore wins a number of cases, establishes himself as a champion of Indian rights, goes into politics, and falls in love with a young girl named Nina Kay. He runs on the Populist ticket for the House of Representatives, and it looks as though he will win, until an unexpected scandal -- perpertrated by a woman who wanted Gore to marry her ward -- ruins his chances. Determined to stay in politics, Gore marries Nina, and the couple go West.

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NBC-New York, 12/4/59

Credits for "The Indestructible Mr. Gore"

KAY.....William Traylor

A.....Molly McCarthy

CE BIRCHLEY.....Jim Boles

ATOR.....John Alexander

MAS GORE.....Carson Woods

LITICIAN #3.....Leon Janney

LITICIAN #2.....Ken Konopka

CRETARY.....Allyn Monroe

M GORE.....Tim O'Connor

* * *

THE STORY

"The Indestructible Mr. Gore" is an original drama based on
sidents in the early career of the late Thomas Bryor Gore, blind
ator from Oklahoma. As the story opens -- 15 years before Gore's
ection -- he is a young lawyer starting out on his first job,
acticing with a noted judge in Corsicana, Texas. Gore wins a
mber of cases, establishes himself as a champion of Indian rights,
es into politics, and falls in love with a young girl named Mae
y. He runs on the Populist ticket for the House of Representatives,
d it looks as though he will win, until an unexpected scandal --
perpetrated by a woman who wanted Gore to carry her hand -- ruins his
ances. Determined to stay in politics, Gore carries Mae, and the
uple go West.

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NBC-New York, 12/9/55

CREDITS FOR 'PLAY YOUR HUNCH,' MONDAY-THROUGH-FRIDAY SERIES ON THE NBC TELEVISION NETWORK (10:30 TO 11 A.M. EST)

NBC-TV PREMIERE DATE: Monday, Dec. 7

STAR: Merv Griffin

FORMAT: Audience participation show with perception and intuition as major factors in scoring. Two pairs of contestants compete at a time, with each team formed on a basis of personal relationship (such as a married couple or a brother and sister). To win a game, a team must win the best of three matches. The problem in each match will generally take one of two forms -- multiple choice, where the team must make the correct choice from several possibilities -- or closest guess, where both contestants are asked the same question and indicate their answers simultaneously. A team receives $50 for each match it wins and the first to win three matches gets $150 and victory in the game. The winners continue playing until they lose a game. The losers keep any money they had won. If they do not win any money they receive a small consolation prize.

ANNOUNCER: Johnny Olsen

PRODUCER: Ira Skutch

(more)

2 - 'Play Your Hunch'--Credits

DIRECTOR:	Mike Gargiulo
ASSOCIATE PRODUCER:	Frank Wait
ASSOCIATE DIRECTOR:	Dave Handler
PRODUCTION MANAGER:	Mitchell Leiser
IDEAS BY:	Robert Lane
PRODUCTION STAFF:	Chris Carroll, Ken Ludwig and Susan Wright
SET DESIGNER:	Hjalmar Hermanson
UNIT MANAGER:	Vernon Hammer
PACKAGER:	Goodson-Todman Productions, in association with the NBC-TV Network
ORIGINATION:	NBC-TV Studios in New York
SERIES ORIGINAL STARTING DATE:	June 30, 1958 (on another network)
SPONSOR AND AGENCY:	Sterling Drug, Inc., through Dancer-Fitzgerald-Sample, Inc., for alternate-week quarter-hour segments.
NBC PRESS REPRESENTATIVE:	Stan Appenzeller

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NBC-New York, 12/4/59

CAST AND CREDITS FOR 'ONCE UPON A CHRISTMAS TIME' COLORCAST

NBC-TV Network Wednesday, Dec. 9 (7:30-8:30 p.m. EST)

PROGRAM:	"Once Upon a Christmas Time"
TIME:	NBC-TV Network colorcast, Wednesday, Dec. 9 (7:30 to 8:30 p.m. EST). ("Wagon Train," usually seen at this time, will be pre-empted on this night only.)
ORIGINAL STORY BY:	Paul Gallico
ADAPTED FOR TELEVISION BY:	A. J. Russell
PRODUCER:	Jack Philbin
DIRECTOR:	Kirk Browning
ASSOCIATE PRODUCER:	Ronald Wayne
MUSIC BY:	Robert Allen
LYRICS BY:	Al Stillman
CHOREOGRAPHY BY:	Eugene Loring
ICE BALLET CHOREOGRAPHY BY:	Ron Fletcher
COSTUMES BY:	Bob Fletcher
SCENIC DESIGNER:	Don Shirley
MAKE-UP BY:	Bob O'Bradovich
MUSIC DIRECTOR:	Kenyon Hopkin
CHORAL DIRECTOR:	Harry Simeone
PRODUCTION BY:	Leon Leonidoff

* * *

SPONSOR (AND AGENCY):	Longines-Wittnauer Watch Company Inc. (through Victor A. Bennett Company Inc.)
ORIGINATION:	NBC-TV Network's Brooklyn (N. Y.) Color Studios
NBC PRESS REPRESENTATIVE:	Anne Morrissy, New York

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(more)

CAST AND CREDITS FOR "ONCE UPON A CHRISTMAS TIME" HONORARY

NBC-TV Network Wednesday, Dec. 9 (7:30-8:30 p.m. EST)

ROGRAM:	"Once Upon a Christmas Time"
IME:	NBC-TV Network Sponsored, Wednesday, Dec. 9 (7:30 to 8:30 p.m. EST). ("Wagon Tracks," usually seen at this time, will be pre-empted on this night only.)
RIGINAL STORY BY:	Paul Gallico
LAPTED FOR TELEVISION Y:	A. J. Russell
RODUCER:	Jack Philbin
IRECTOR:	Kirk Browning
SSOCIATE PRODUCER:	Ronald Wayne
USIC BY:	Robert Allen
YRICS BY:	Al Stillman
CHOREOGRAPHY BY	Eugene Loring
ICE BALLET CHOREOGRAPHY BY:	Ron Fletcher
OSTUMES BY:	Bob Fletcher
SCENIC DESIGNER:	Don Shirley
AKE-UP BY:	Don Oldenburg
USIC DIRECTOR:	Kenyon Hopkin
HORAL DIRECTOR:	Harry Simeone
PRODUCTION BY:	Jean Leonidoff
	* * *
SPONSOR (AND AGENCY):	Longines-Wittnauer Watch Company Inc. (through Victor A. Bennett Company Inc.)
RIGINATION:	NBC-TV Network's Brooklyn (N. Y.) Center Studios
NBC PRESS REPRESENTATIVE:	Anne Morrissey, New York

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(more)

THE CAST

JOHN, the woodcutter.....Claude Rains

LORI, the thirteenth orphan.....Patty Duke

MISS PENELOPE SCUGG.....Margaret Hamilton

THE MAYOR.....Charlie Ruggles

EZRA.....Pat Henning

BETH.....Kate Smith

CHARLIE CROWLEY.....Leroy Hale

RONNIE ROBERTSON will be featured in an ice-skating solo.

Choral singing by Wittnauer Choraliers, music by Longines Symphonette orchestra.

* * *

PRODUCTION NUMBERS

DANCE NUMBER: "Packages".....Boy and girl dancers

SONG: "Packages".....Nancy Price and Ed Powell

SONG: "Christmas Spirit".....Kate Smith and choir

PARADE.....Entire cast

BATON TWIRLING ACT:.....Ted and Flo Vallett

DANCE NUMBER: "Toys".....Boy and girl dancers

SONG: "Everybody's Got a Heart"....Charlie Ruggles and choir

CHRISTMAS CAROLS.....
"Oh Little Town of Bethlehem"
"Adestes Fideles"
"Joy to the World"...Kate Smith and choir.

SONG: "Santa-Ville Special".....children

ICE BALLET.....Boy and girl skaters

SKATING DUET.....Ruth Harrison and Stanislau Kossi

SKATING SOLO.....Ronnie Robertson

* * *

(more)

2 - Credits for 'Once Upon a Christmas Time'

THE CAST

JOHN, the woodcutter.....Claude Rains

LORI, the thirteenth orphan.....Patty Duke

MISS PENELOPE GOUGO.....Margaret Hamilton

THE MAYOR.....Charlie Ruggles

EMMA.....Pat Henning

BETH.....Kate Smith

CHARLIE CROWLEY.....Leroy Neil

BENNIE ROBERTSON will be featured in an ice-skating solo.

Choral singing by Wittenoor Choralists, said by longtime Symphonette drumstick.

* * *

PRODUCTION NUMBERS

DANCE NUMBER: "Packages".....Boy and girl dancers

SONG: "Packages".....Nancy Price and Ed Pawell

SONG: "Christmas Spirit".....Hazelmith and choir

PARADE.....Entire cast

BAYON TWINLING ACT.....Tad and Pio Valletti

DANCE NUMBER: "Toys".....Boy and girl dancers

SONG: "Everybody's Got a Heart"...Charlie Ruggles and choir

CHRISTMAS CARDS.....
"Oh Little Town of Bethlehem"
"Modern Fidelea"
"Joy to the World"...Kate Smith and choir.

SONG: "Santa-Ville Special".....children

ICE BALLET.....Boy and girl skaters

SKATING DUET.....Ruth Harrison and Stanislaus Vosel

SKATING SOLO.....Dennis Robertson

* * *

(more)

THE STORY

"Once Upon a Christmas Time" is an adaptation of Paul Gallico's Christmas fable. Set in the fictitious town of Greenhills, Vt., it is the story of 13 little orphans who want to spend Christmas with the New England townsfolk. The orphanage mistress, Miss Scugg, has other ideas of how her charges should spend the holidays, but the townsfolk devise a plan to outsmart her. Woven into the story line are many production numbers, including a fantasy set in the ice palace of Santa Claus high among the clouds.

-----o------

NBC-New York, 12/4/59

2 - Credits for 'Once Upon a Christmas Time'

THE STORY

"Once Upon a Christmas Time" is an adaptation of Paul Gallico's Christmas Tapes. Set in the Dietitious town of Greenhills, Vt., it is the story of 15 little orphans who want to spend Christmas with the New England townsfolk. The orphanage mistress, Miss Dougg, has other ideas of how her charges should spend the holidays, but the townsfolk devise a plan to outsmart her. Woven into the story line are many production numbers, including a fantasy set in the ice palace of Santa Claus high among the [illegible].

NEC New York, 12/4/50

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Dec. 13 - 19

Sunday, Dec. 13

5:30-6:30 p.m. -- "The Hallmark Christmas Festival" on "The Hallmark Hall of Fame," starring Walter Slezak, Judith Anderson, The Obernkirchen Children's Choir and Dick Button, and "paintings-on-film" of "The Nativity" by artist Andre Girard.

8-9 p.m. -- "Sunday Showcase" presents "The Indestructible Mr. Gore," by Gore Vidal, starring William Shatner, E. G. Marshall, Inger Stevens, Nancy Marchand, Henderson Forsythe and Tim O'Connor.

9-10 p.m. -- "The Chevy Show" presents "State Fair U. S. A.," starring Roy Rogers and Dale Evans, with Molly Bee, Jimmy Dean, Dennis Day, the Roy Rogers Liberty Horses and an all-woman kitchen band.

Monday through Friday, Dec. 14-18

6:30-7 a.m. -- "Continental Classroom" - Modern Chemistry.

11-11:30 a.m. -- "The Price Is Right" with Bill Cullen as emcee.

12:30-1 p.m. -- "It Could Be You" - Bill Leyden is emcee.

Monday, Dec. 14

10-11 p.m. -- "The Steve Allen Plymouth Show" - Steve's guests tonight are Jayne Meadows, Andre Previn, Vic Damone and singer Sandra Warner.

(more)

Tuesday, Dec. 15

9-9:30 p.m. -- "The Arthur Murray Party" - with tonight's guests Burgess Meredith, Shelley Berman, Zsa Zsa Gabor, The Four Lads, Merv Griffin, Betty Ann Grove and Judy Johnson.

9:30-10:30 p.m. -- "Lincoln-Mercury Startime" presents "Cindy's Fella," starring James Stewart, George Gobel and Lois Smith.

Wednesday, Dec. 16

8:30-9 p.m. -- "The Price Is Right" with Bill Cullen as emcee.

9-10 p.m. -- "Perry Como's Kraft Music Hall" - Perry's guests tonight are Maurice Evans, Jane Morgan, and the Weire Brothers, comedy team.

Thursday, Dec. 17

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford, with tonight's guest star Kate Smith.

Friday, Dec. 18

8:30-9:30 p.m. -- "The Bell Telephone Hour" presents a program of Christmas music starring Rosemary Clooney, the Lennon Sisters, Lisa della Casa, Georgio Tozzi, Penny Ambrose, the Agnes De Mille Dance Theatre and the Little Singers of Paris. Thomas Mitchell is host. Donald Voorhees conducts the Bell Telephone Orchestra.

Saturday, Dec. 19

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight: "El Toro Grande."

(more)

3 - NBC-TV NETWORK COLORCAST SCHEDULE

CORRECTIONS PLEASE:

Please make the following change on the NBC-TV Network Colorcast Schedule for December. This change is effective Monday, Dec. 14, and will remain in effect Mondays through Fridays thereafter.

11-11:30 a.m. -- Add: "The Price Is Right."

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NBC-New York, 12/4/59

CAST AND CREDITS FOR "LINCOLN-MERCURY STARTIME" COLORCAST
OF "CINDY'S FELLA" ON NBC-TV NETWORK
TUESDAY, DEC. 15 (9:30-10:30 P.M. EST)

PROGRAM: "Cindy's Fella" on "Lincoln-Mercury Startime"

TIME: NBC-TV Network colorcast Tuesday, Dec. 15 (9:30-10:30 p.m. EST).

JAMES STEWART
Stars In
"CINDY'S FELLA"
Also Starring
GEORGE GOBEL
With
LOIS SMITH
And
JAMES BEST
Written By
JAMESON BREWER
From an Original Story By
FRANK BURT
Executive Producer
HUBBELL ROBINSON
Produced By
WILLIAM FRYE

(more)

CAST AND CREDITS FOR "LINCOLN-MERCURY STARTIME" COLORCAST
OF "CINDY'S FELLA" ON NBC-TV NETWORK
TUESDAY, DEC. 15 (9:30-10:30 P.M. EST)

PROGRAM: "Cindy's Fella" on "Lincoln-Mercury Startime"

TIME: NBC-TV Network colorcast Tuesday, Dec. 15
(9:30-10:30 p.m. EST).

JAMES STEWART

Stars In

"CINDY'S FELLA"

Also Starring

GEORGE COBEL

With

LOIS SMITH

And

JAMES BEST

Written By

JAMESON BROWN

From an Original Story By

FRANK BURT

Executive Producer

RUSSELL ROBINSON

Produced By

WILLIAM FRYE

(more)

Directed By

GOWER CHAMPION

Music By

CONRAD SALINGER

A Television Presentation Of

HUBBELL ROBINSON PRODUCTIONS, INC.

* * *

THE CAST

James Stewart as Azel Dorsey

George Gobel as The Drifter

Lois Smith as Cindy

James Best as Duke

Mary Wickes as Myrtle Parks, the stepmother

Alice Backes as Esther Parks, a stepsister

Kathie Browne as Phyllis, a stepsister

Mark Allen as Swaney Rivers

George Keymas as Zack Riney

Harry Tyler as a clerk

Michael McCreevey as a boy

Maurice Kelly as the bartender

Harvey Karels as poker player 1

Lennie Geer as poker player 2

Sol Gorss as poker player 3

* * *

ADDITIONAL CREDITS

ART DIRECTOR:	John Meehan
EDITORIAL SUPERVISOR:	Richard G. Wray
FILM EDITOR:	Edward Haire
MUSIC SUPERVISION:	Stanley Wilson

(more)

Presented By

SEWER CHAMPION

Music By

CONRAD SALINGER

A Television Presentation Of

HUBBELL ROBINSON PRODUCTIONS, INC.

* * *

THE CAST

James Stewart as Azel Dorsey

George Gobel as The Emitter

Lois Smith as Cindy

James Best as Duke

Mary Wickes as Myrtle Parks, the stepmother

Alice Beeson as Esther Furen, a stepsister

Kathie Browne as Phyllis, a stepsister

Mark Allen as Sweeney Rivers

George Haynes as Sheb Riley

Harry Tyler as a Clerk

Michael McCreevey as a boy

Maurice Kelly as the bartender

Harvey Korola as poker player 1

Lennie Geer as poker player 2

Bob Barnes as poker player 3

* * *

ADDITIONAL CREDITS

ART DIRECTOR:	John Meehan
EDITORIAL SUPERVISOR:	Richard C. Wren
FILM EDITOR:	Edward Saint
MUSIC SUPERVISION:	Stanley Wilson

(more)

SOUND:	Earl Cain Sr.
ASSISTANT DIRECTOR:	James H. Brown
SET DIRECTOR:	James S. Redd
COSTUME SUPERVISOR:	Vincent Dee
MAKE-UP:	Jack Barron
HAIR STYLIST:	Florence Bush
CHOREOGRAPHY:	Alex Romero

* * *

SPONSOR:	Lincoln-Mercury Division of The Ford Motor Company
AGENCY:	J. Walter Thompson Company
ORIGINATION:	Filmed in color at Revue Studios, Universal City, Calif.
NBC PRESS REPRESENTATIVES:	Bill Fague (Hollywood); Charlie Gregg (New York)

* * *

THE STORY

Azel Dorsey (James Stewart) is a wise and amiable New England Yankee peddler traveling through the old West with a wagon of wares. The story opens with his arrival in a small town to get a wedding dress for one of his customers. As he leaves the express office with his package, he enters the local saloon and orders a sarsaparilla. A group of poker players heckle him, and a fight ensues in which the saloon is destroyed. Azel escapes with his package and is accompanied by The Drifter (George Gobel), a troubadour who speaks mainly in verse and who wishes to join him in traveling through the West. Out in the open country, the two men encounter Cindy (Lois Smith), who is day-dreaming by the roadside. Cindy flees as a carriage approaches with

(more)

SOUND:	Lord Dain Sr.
ASSISTANT DIRECTOR:	James H. Brown
SET DIRECTOR:	James J. Wood
COSTUME SUPERVISOR:	Vincent Dee
MAKE-UP:	Jack Barron
HAIR STYLIST:	Florence Shea
CHOREOGRAPHY:	Alan Romero

* * *

SPONSOR:	Lincoln-Mercury Division of The Ford Motor Company
AGENCY:	J. Walter Thompson Company
ORIGINATION:	Filmed in color at Metro Studios, Universal City, Calif.
NBC PRESS REPRESENTATIVES:	Bill Fuqua (Hollywood), Charlie Gregg (New York)

* * *

THE STORY

Neal Dorsey (James Stewart) is a nice and naiveless New England Yankee peddler travelling through the old West with a wagon of wares. The story opens with his arrival in a small town to get a wedding dress for one of his passengers. As he leaves the express office with his package, he enters the local saloon and comes a cropper with a group of poker players [illegible], and a fight ensues in which the saloon is destroyed. Neal engages with his package and is recognized by The Drifter (George Gobel), a [illegible] who speaks mainly in verse and who wishes to lose him in travelling through the [illegible]. Out in the open country, the two men encounter Cindy (Lola Smith), who is [illegible] by the roadside. Cindy flees as a [illegible] [illegible]

(more)

4 - Credits for "Cindy's Fella"

Myrtle Parks (Mary Wickes), who is Cindy's stepmother, and her stepsisters, Esther (Alice Backes) and Phyllis (Kathie Browne). The sisters decide to buy some of Azel's wares for the big barn dance the next evening and invite the merchant and The Drifter for lunch. Azel devises a plan to send the abused Cindy to the dance, giving her the wedding dress on the stipulation that she must return it by midnight. At the dance, Cindy meets Duke (James Best), a handsome young rancher -- and the Cinderella format of the story takes a surprise turn.

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NBC-New York, 12/4/59

4 - Credits for "Cindy's Fella"

Myrtle Jones (Mary Michael), who is Cindy's stepmother, and her stepsisters, Esther (Alice Lester) and Angilla (Kathie Browne). The sisters decide to buy some of Axel's verse for the big barn dance the next evening and invite the merchant and the printer for lunch. Axel devises a plan to send the showed Cindy to the dance, giving out the wedding dress on the stipulation that she must return it by midnight. At the dance, Cindy meets Mace (James Best), a handsome young rancher -- and the Cinderella format of the story leaves a surprise hard.

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NBC-New York, 12/9/55

PRINT OF "TODAY" FILM OF WASHINGTON SHRINE DEDICATION SENT TO ARCHBISHOP O'BOYLE FOR SHOWING TO THE POPE

Archbishop Patrick A. O'Boyle of Washington has asked NBC-TV Network's "Today" program for a print of the film report on the dedication of the National Shrine of the Immaculate Conception in Washington, which was presented on the "Today" telecast of Monday, Nov. 23. The request said that Archbishop O'Boyle wanted to show the film to Pope John XXIII in Rome.

The six-minute film with natural sound was made for "Today" during the dedication ceremonies Friday, Nov. 20. The National Shrine is the largest Catholic church in America.

Archbishop O'Boyle is en route to Rome by ship. The film is being sent by air and should be there when he arrives.

NBC-New York, 12/4/59

JACK TRACY
ROOM 320

TRADE NEWS

December 7, 1959

NBC-TV NETWORK TO PRESENT REGULAR WEEKLY SERIES OF FULL-HOUR PUBLIC AFFAIRS PROGRAMS IN SATURDAY NIGHT PEAK VIEWING TIME

The National Broadcasting Company will present a regular weekly series of hour-long public affairs programs during peak evening viewing hours, starting January 23, it was announced yesterday by Walter D. Scott, Executive Vice President in charge of the NBC Television Network.

The new program series, to be presented on Saturdays at 9:30 p.m. EST in place of the current "Five Fingers," will range through such varied topics as alcoholism, the missile race, suburbia and the summit. Hosted by NBC News' Frank McGee, it will draw on the creative resources of the network's world-wide news organization as well as its Public Affairs and Special Projects Departments.

Mr. Scott announced that the series will be coordinated by Julian Goodman, NBC's Director of News and Public Affairs. Mr. Goodman will also supervise some of the productions directly, while others come under the supervision of Don Hyatt, Director of Special Projects, and Edward Stanley, Director of Public Affairs. Among the producers assigned to the series are Reuven Frank, George Heinemann, Chet Hagan and Lou Hazam.

During the new series' first 13 weeks, NBC is preparing to present the following shows:

(more)

"Castro's Year of Power" -- A vivid, news-in-depth report on what has happened to Cuba, and to Castro, in the period since the Cuban Premier took over the country. Filmed and reported with host Frank McGee as the on-the-scene correspondent.

"The Way It All Began" -- A provocative account of how the world began, depicting visually three major theories of the creation of the universe.

"The Trouble With Alcohol" -- A penetrating examination of alcoholism, based on more than a year's special research and scripted by Charles Jackson, author of "The Lost Week-end," and Philip Wylie.

"Meeting at the Summit" -- The Big Four meeting in Geneva, taped on the spot with most of NBC's foreign correspondents joining in the thorough coverage.

"Assault on Antarctica" -- Admiral George Dufek's own story of the American expedition he led to the bottom of the world as part of the International Geophysical Year. Filmed as it happened, it is a story of a scientific achievement, a miracle of logistics and a human drama.

"The Big Move" -- The story of Suburbia, 1960, who lives there, how it grew and what it means to a swiftly growing America.

"Freedom Is Sweet and Bitter" -- Chet Huntley's definitive report, the second of a pair, on the growing pains, problems and power of an emerging Africa.

(more)

"What's the Matter with Baseball?" -- Sports experts undertake a serious study of the problems of the national pastime, and why the game is dying.

"The First Man" -- A searching look into the preparations of the seven astronauts, one of whom may be the first man flung into space, as well as a report on the progress of building the space ship.

"A Requiem for Mary Jo" -- The touching and inspiring offbeat account of how a young jazz composer, at the suggestion of his minister, expressed his grief over the death of his infant daughter by composing a religious service in jazz.

"The Missile Race: Time for Decision" -- An attempt to dig below the surface of where the U. S. stands in this contest with the Russians, why we are lagging and what we can do about it.

"Our Man in Los Angeles" -- David Brinkley visits a weird and wonderful American city for the same kind of witty once-over he offered as a foreign traveler in "Our Man in the Mediterranean."

"The American Fighting Man" -- An examination of what Americans have been like under arms in four major wars; the present state of morale and training in our armed forces, and an answer to the question of whether the American soldier is going soft.

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NBC-New York, 12/7/59

December 7, 1959

PREVIEW OF WHAT EISENHOWER WILL SEE AND HEAR IN INDIA
WILL BE TELECAST DEC. 10 IN SECOND REPORT OF
'JOURNEY TO UNDERSTANDING--VOLUME II'

A preview of what President Eisenhower will see and hear during his stay in India will be presented in "Journey to Understanding -- Volume II" Thursday, Dec. 10 on the NBC-TV Network (10:30-11 p.m. EST).

The second report in the series of special programs covering the President's journey will include an interview with Prime Minister Jawaharlal Nehru. He will be questioned by NBC News correspondent Welles Hangen on the significance of Mr. Eisenhower's visit to India.

The program also will present a filmed report on the places to be seen by the President, including New Delhi, the Gandhi memorial at Rajghat, and the Taj Mahal and an agricultural training center and farming village at Agra.

A brief film report of the President's arrival in New Delhi, sent by jet plane and the trans-Atlantic cable film system, will be shown. Late developments in the tour will be summed up in an audio report by NBC News correspondent Frank McGee, who is traveling with the Presidential party.

McGee is anchorman for the "Journey to Understanding" programs. Chet Hagan is producer and Robert Priaulx director.

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December 7, 1959

NBC NEWS STUDIO AT IDLEWILD AIRPORT TO HANDLE FILM AND VIDEO TAPE OF EISENHOWER TRIP

A special television studio, designed for NBC-TV Network's swift handling of film and video tape coverage of President Eisenhower's trip has been set up by NBC News at New York's Idlewild Airport, where the program material arrives in this country by jet plane.

The studio, set up on the second floor of a Trans World Airlines hangar at the airport, will save the hour or more that would otherwise be needed to rush film and video tape from the airport to the NBC News studios in midtown Manhattan.

Eugene Juster, Manager of News Film Operations, said the studio would be staffed through the duration of the tour by a director, three editors, a commentator, a writer and a 12-man engineering crew.

Film and video tape of the President's tour flown to Idlewild on trans-Atlantic jet flights, will be processed and edited at the studio and will be transmitted by microwave relay to NBC News in the RCA Building in Manhattan, where it will be put on the NBC-TV Network.

The studio was set up with the cooperation of Gordon Gilmore, TWA Vice President of Public Relations, and Walter Menke, assistant to

(more)

the Vice President. NBC News plans to maintain the studio after the President's tour for other overseas news coverage.

The Idlewild studio is one of several facilities to be used by NBC News to speed coverage of the Eisenhower mission from the scene to the TV screen." Other methods include the Eurovision network, trans-Atlantic cable film, microwave relays, and charter planes and helicopters, as well as regular jet flights.

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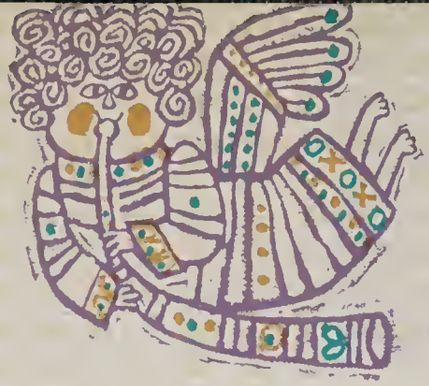
NBC-New York, 12/7/59



HOLIDAY NEWS FROM NBC

December 7, 1959

'THE NIGHT OF CHRISTMAS'

- - -

Full-Hour Color Special, Based on Yuletide as Seen Through Eyes of Various People, Scheduled on NBC-TV Network

"The Night of Christmas," a full-hour live color special comprised of light entertainment, based on the Yuletide seen through the eyes of various people, will be presented on the NBC-TV Network on Friday, Dec. 25 from 8:30 to 9:30 p.m. EST.

The special, which will originate from New York's Ziegfeld Theatre, will be produced by Perry Cross, directed by Lynnwood King and written by Sheldon Keller. Scenic design will be by Don Swanigan and costumes will be by John Boxer.

NBC COLOR TELEVISION NEWS

December 7, 1959

ART CARNEY TO STAR IN 'THE MAN IN THE DOG SUIT'

- - -

Tale of Meek Clerk Who Finds Courage in Masquerade

Will be Colorcast Friday, Jan. 8

Art Carney will star in the role of an unhappy bank clerk who finds release from conformity and his inhibitions, in "The Man in the Dog Suit," the Friday, Jan. 8 colorcast of "The Art Carney Show" on the NBC-TV Network (8 to 9:30 p.m. EST).

The play by Albert Beich and William H. Wright, based on a novel by Edwin Corle, was produced on Broadway in 1958 with Hume Cronyn as Oliver Walling, the bank teller.

"The Art Carney Show" is sponsored by United Motors Service, General Motors Corporation, and the AC Spark Plug Division of General Motors Corporation. Campbell Ewald Company is the advertising agency for United Motors Service, and D. P. Brother & Company for AC Spark Plug Division.

"The Man in the Dog Suit" is a story of the worm that turns -- the meek fellow with dreams of a better life, who finds courage to revolt against his obnoxious in-laws and his onerous job. In this story, his means of escape is a masquerade party dog suit, which shields him sufficiently from the world to give him courage to say and do things quite unbecoming in a conservative banker.

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NBC COLOR TELEVISION NEWS

December 7, 1959

CORRECTION, PLEASE

"Truth or Consequences" (telecast Monday through Friday at 12 noon EST) and "It Could Be You" (colorcast Monday through Friday at 12:30 p.m. EST), will continue as black-and-white and colorcast series, respectively, until further notice.

It had been announced (in the NBC Daily News Report of Dec. 1) that, starting Dec. 14, "Truth or Consequences" would become a colorcast series and "It Could Be You" would be presented in black-and-white only.

JACK TRACY
ROOM 320

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

2-X-H

December 8, 1959

James A. Stabile, NBC Vice President in Charge of Standards and Practices, made the following statement today in response to press articles concerning the appearance of the Clara Ward singers on the "Today" show:

"The Clara Ward singers made their last appearance on the 'Today' program over a year ago. The NBC Department of Standards and Practices has been actively engaged in the study of this and similar incidents involving payments on behalf of artists for promotional appearances. Although this has been a common practice in the industry, we have reviewed the situation and have issued instructions for the termination of such practices on NBC."

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r Department, Room 320

JACK TRACY
ROOM 320

NBC TELEVISION NETWORK NEWS

December 8, 1959

'SUNDAY SHOWCASE'

"The Secret of Freedom," Pulitzer Prize-Winner Archibald MacLeish's First Play for TV, to Be Presented Jan. 31; Tony Randall, Thomas Mitchell and Kim Hunter Will Co-Star

Pulitzer Prize-winner Archibald MacLeish's first play for television, "The Secret of Freedom," will be presented by the NBC-TV Network in the Sunday Showcase time period Jan. 31 (8-9 p.m. EST).

Robert D. Graff, who produced the full-hour drama, written especially for NBC Special Projects, announced the playdate today.

Tony Randall, Thomas Mitchell and Kim Hunter co-star in the play, which deals with a current crisis in the United States. Alan Schneider was the director, and Morton Gould composed and conducted the original orchestral score.

"Here is something TV is eminently equipped to do -- an example of what the medium can really do for the country," Mr. Graff said. "All of the resources of the medium have been put into the production, which has been two years in the making.

"The play is a contentious piece, and it will make lots of people extremely angry and lots of people will disagree with what it says. So much the better."

The action of "The Secret of Freedom" takes place at the present time in a typical small American city. The program was filmed

(more)

entirely in Mount Holly, N. J., a town of 15,000 persons 20 miles from Philadelphia, 75 miles from New York.

The play tells the story of Joe (Tony Randall) and Jill (Kim Hunter), a civic-minded couple who have worked long and hard to gain passage of a tax referendum to improve the schools in their town. They are confident of victory, but the referendum is defeated. When Jill hears the news, she grows so angry that she antagonizes Joe and drives him from the house to seek solace and the answer to the bitter questions she has asked him about the town, the times, and the country.

Archibald MacLeish, long regarded as one of America's leading poets, won the 1959 Pulitzer Prize for drama for his verse play, "J. B." It was his third Pulitzer Prize; the others, in 1933 and 1953, were for poetry.

Robert D. Graff, as both producer and director, has been responsible for some of the most genuinely creative programs of recent seasons on the NBC-TV Network. He was producer-director of "Assignment: Southeast Asia" with James Michener (1957); associate producer and director of "Assignment: India" (1955), which won a Peabody Award; producer of the "Look Here" interview series (1957); producer of "No Time to Lose" (1958), filmed in Hawaii. For "Wisdom" he was producer-director (1955-1959) of filmed conversations with many outstanding figures of the time.

The "Project 20" production of "Not So Long Ago," originally listed for the Sunday Showcase time period Jan. 31, has been rescheduled for presentation on the NBC-TV Network Friday, Feb. 19 (8:30-9:30 p.m. EST).

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NBC-New York, 12/8/59

December 8, 1959

NBC SCORES IN BOTH U.S. AND EUROPEAN TELEVISION WITH FIRST FILM REPORT ON EISENHOWER RECEPTION IN TURKEY

NBC News scored first in both the United States and Europe with film of the enthusiastic reception that greeted President Eisenhower last Sunday, in Ankara, Turkey.

A segment of the film, sent to New York via the trans-Atlantic cable film system was presented on the NBC-TV Network yesterday, Monday, Dec. 7 (3:52 p.m. EST) and, in the evening (at 8 p.m. EST), the complete film, sent by jet plane, was presented on the first "Journey to Understanding -- Vol. II." It was also seen on the Eurovision network yesterday.

Don Meaney, National TV News editor who is heading the NBC News operation in London, appeared on a news program of the British Broadcasting Corporation giving details of the swift coverage.

The film, showing massed crowds shouting greetings along the President's route into Ankara, was rushed out of the city by automobile to a charter plane waiting at Esenboga Airport. It was flown by the charter plane to Athens, where it was placed aboard a commercial flight for London. In London, a segment of the film was sent by the trans-Atlantic cable film system to the U. S. for the afternoon telecast on the NBC-TV Network.

(more)

BBC fed the film to the Eurovision network, thus showing Western Europe the welcoming demonstration that the President called "the most stupendous I have ever seen."

In London, NBC News put the film aboard a jet flight for New York. It arrived at Idlewild Airport less than an hour before the start of the first program of "Journey to Understanding--Volume II."

The film was processed, edited and telecast on the program via the special NBC News studio set up for the Eisenhower tour coverage in a TWA hangar at Idlewild. In addition, the cable film received earlier was used on the special program.

NBC News correspondent Bill Henry and News Desk Supervisor Russ Tornabene were the first to broadcast a report on the Turkish reception for U. S. radio. Tornabene jumped from a press bus as it moved past a Turkish radio studio where he was given a circuit to the NBC Radio Network in New York.

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NBC-New York, 12/8/59

December 8, 1959

EXCERPTS FROM PRESIDENT'S TALK AT FAIR IN INDIA TO BE BROADCAST IN NBC RADIO NETWORK SERIES, "EISENHOWER ABROAD"; OTHER PROGRAMS ON TOUR ARE ANNOUNCED

Excerpts of President Eisenhower's address opening the U. S. Exhibit at the World's Agricultural Fair in India will be broadcast on "Eisenhower Abroad," a special NBC Radio series, Friday, Dec. 11 (8:05-8:30 p.m. EST).

The series includes nine NBC News programs covering the President's tour. Leon Pearson is anchorman and Patrick Trese is producer. The programs are produced under supervision of Joseph O. Meyers, Director of NBC News and Rex Goad Manager of NBC News. Other "Eisenhower Abroad" programs include:

Monday, Dec. 14 (8:05-8:30 p.m. EST) -- the President's final day in India, including a visit to the Taj Mahal, and his stay in Iran and arrival in Greece.

Wednesday, Dec. 16 (8:05-8:30 p.m. EST) -- The President's visit in Greece and his arrival aboard the U. S. cruiser Des Moines.

Saturday, Dec. 19 (8:05-8:30 p.m. EST) -- The President's arrival in Paris and the preparations for the Western summit meeting.

Tuesday, Dec. 22 (8:35-9 p.m. EST) -- Conclusion of the Western summit meeting, the President's visits to Madrid and Rabat, and his return to the U. S., if he arrives in this country before or during the program.

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HOLIDAY NEWS FROM NBC

December 8, 1959

NBC-TV AND RADIO NETWORKS TO CARRY PRESIDENT'S YULE GREETINGS TO U.S. AND WORLD AT WHITE HOUSE TREE-LIGHTING CEREMONY

President Eisenhower's annual Christmas greetings to the nation and the world will be broadcast live by the NBC Television and Radio Networks Wednesday, Dec. 23.

NBC-TV will carry the special program from 5 to 5:30 p.m. EST; NBC Radio (except WRCA), from 5:05 to 5:30 p.m. EST. (NOTE: WRCA, New York, will broadcast excerpts from the special program as part of "Up to the Minute," a news program that runs from 6 to 6:40 p.m. EST).

The President will throw a switch lighting the traditional White House Christmas tree and opening the annual Christmas pageant of peace. He will then read his greetings.

Secretary of Commerce Fred Seaton will introduce the President. There will be music by the U. S. Marine Band and the Youth for Christ Chorals.

The program will originate on the Ellipse south of the White House. This year's tree, a gift from the State of Maine, is a 70-foot silver spruce.

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Press Department, National Broadcasting Company, 30 Rockefeller Plaza, New York 20, New York

NBC COLOR TELEVISION NEWS

December 8, 1959

ALFRED HITCHCOCK SIGNED TO PRODUCE AND DIRECT TWO FULL-HOUR MYSTERY DRAMAS FOR 'STARTIME'

Alfred Hitchcock, noted producer and director of suspenseful motion pictures and telefilms, has been signed to produce and direct two full-hour dramas for the Ford Motor Company's "Startime" series of Tuesday night (9:30 p.m. EST) colorcast specials over the NBC-TV Network, it was announced today by Hubbell Robinson, "Startime" executive producer.

The separate programs will be adaptations from the book, "Duo," by Charlotte Armstrong. The first will be entitled "Incident," described by Hitchcock as "a suspence story without murder, crime or violence." The second will be "Girl With a Secret." Dates for the colorcasts will be announced shortly.

Joseph Stefano, who recently completed the screenplay for Hitchcock's motion picture, "Psycho," has been assigned to adapt the two mysteries for television.

The "Startime" series of 39 NBC-TV colorcasts is produced by Robinson's company, Hubbell Robinson Productions, Inc. The agency for the Ford Motor Company is J. Walter Thompson Company.

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December 8, 1959

JUDGMENT APPLIED BEFORE A SENTENCE IS PRONOUNCED

- - -

Rule Has Special Application By NBC Newsmen Assigned To Coverage of Eisenhower's Current Tour

"We have film from 'cobble' but nothing yet from 'rod-gart'," an NBC News editor was heard to say the other day.

He was referring to two stops on President Eisenhower's itinerary -- Kabul, the capital of Afghanistan, and Rajghat, the site of the Gandhi Memorial in India. He pronounced them as specified in a guide produced for NBC News commentators and correspondents.

Everybody knows that Rome is pronounced "roam," but a glance through the NBC News pronunciation guide shows that Ataturk (the late Turkish leader) sounds like ah-TAH-tourk, that Korangi (refugee colony in Pakistan) sounds like cor-on-GAY, and Chilstoon (palace in Kabul) like CHILL-suh-toon.

The name of Pakistan President Ayub Khan is given as Eye-ub-cahn and that of Indian Prime Minister Jawaharlal Nehru as jar-HAR-loll-nay-roo. The Taj Mahal becomes the todg-MA-HAL and Pahlevi, the family name of the Shah of Iran, is pronounced POCH-lay-vee.

For those with time to practice it, Rashtrapati Bhavan, the palace where the President will stay in New Delhi, is pronounced rosh-tra-pa-TEE-paa-VAN.

Following is the NBC News pronunciation guide:

(more)

MAJOR CITIES

Rome -- roam

Ankara -- ANG-ka-ra

Karachi -- ka-RA-chee

Kabul -- cobble

New Delhi -- DEL-ee

Agra -- A-gra

Teheran -- teh-heh-RAHN

Athens -- ATH-enz

Tunis -- TU-nis

Toulon -- too-LON

Paris -- PAR-is

Madrid -- ma-DRID

Casablanca -- KAS-a-BLANC-ka

ITALY

PLACES:

Ciampino airport -- chom-PEE-no

Villa Madama -- VEAL-ah-ma-dahm-ah

Villa Taverna -- VEAL-ah-ta-VERN-ah

Quirinale -- keer-ee-NAHL-ee

PERSONS:

Gronchi -- GROHN-key

Segni -- SAYn-ye

Pella -- PELL-ah

TURKEY

Esenboga -- eh-SAN-bo-AH

Bayar -- BAI-yarrrr

Menderes -- MEN-der-es

Ataturk -- ah-TAH-tourk

(more)

PAKISTAN

Maruipur -- MA-RI-poor

Khattak -- cah-TUK

Korangi -- cor-on-GAY

Ayub Khan -- EYE-ub-cahn

Jinnah -- GIN-uh

Azam Khan -- AZ-zem-cahn

AFGHANISTAN

Bagram -- Baa-GROM

Chilstoon -- CHILL-suh-toon

Jeshyn -- je-shin

Mohammed Zahir -- mo-HAM-mud-zay-er

INDIA

Palam -- PAHL-am

Rashtrapati Bhavan -- rosh-tra-pa-TEE-paa-VAN

Rajghat -- rod-gart

Taj Mahal -- todg-MA-HAL

Nehru -- jar-HAR-loll nay-roo

Prasad -- prah-SOD

IRAN

Pahlevi -- POCH-lay-vee

Mehrabad -- mare-abahd

GREECE

Hellinikon -- el-leen-i-KON

Karamanlis -- kar-ah-mon-LEES

Dovas -- DO-vas

TUNISIA

Bourguiba -- Bor-GEEB-uh

FRANCE

Grillon -- GREE-yon

Orly -- OR-lee

De Gaulle -- duh-goal

SPAIN

Torrejon -- tor-ay-YON

Oriente -- Or-ee-EN-tay

Moncloa -- monk-LOW-a

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NBC-New York, 12/8/59

CAST AND CREDITS FOR 'HALLMARK HALL OF FAME' COLORCAST PRODUCTION OF 'HALLMARK CHRISTMAS FESTIVAL,' ON NBC-TV NETWORK SUNDAY, DEC. 13 (5:30-6:30 p.m. EST)

WALTER SLEZAK

in

Ludwig Bemelmans'

THE BORROWED CHRISTMAS

Also Starring Jules Munshin

* * *

DICK BUTTON

in a skating fantasy

THE ICE PRINCESS

* * *

THE OBERNKIRCHEN CHILDREN'S CHOIR

* * *

THE STORY OF THE NATIVITY,

painted on light by ANDRE GIRARD,

with the voice of JUDITH ANDERSON

* * *

SCENIC DESIGNER.....Jan Scott

COSTUMES.....Noel Taylor

"HALLMARK CHRISTMAS FESTIVAL"
CONCEIVED AND WRITTEN BY:.....Carl Beier

CHOREOGRAPHER.....Herbert Ross

MUSIC DIRECTOR.....Franz Allers

ASSOCIATE PRODUCER.....Robert Hartung

(more)

CAST AND CREDITS FOR 'HALLMARK HALL OF FAME' COLORCAST PRODUCTION

OF 'HALLMARK CHRISTMAS FESTIVAL,' ON NBC-TV NETWORK

SUNDAY, DEC. 13 (5:30-6:30 p.m. EST)

WALTER SLEZAK

in

Ludwig Bemelmans'

THE BOSPOWES CHRISTMAS

Also Starring Jules Munshin

* * *

DION BUTTON

in a skating fantasy

THE ICE PRINCESS

* * *

THE CHRISTMAS CHILDREN'S CHOIR

* * *

THE STORY OF THE NATIVITY,

painted on light by ANDRE SIRAND,

with the voice of JULIUS [illegible]

* * *

SCENIC DESIGNER.....[illegible]

COSTUMES.....[illegible]

"HALLMARK CHRISTMAS FESTIVAL"
SOMETIME AND WRITTEN BY:.....[illegible]

CHORUSGRAPHER.....[illegible]

MUSIC DIRECTOR.....[illegible]

ASSOCIATE PRODUCER.....[illegible]

(more)

NARRATOR.....Hiram Sherman

PRODUCED AND DIRECTED BY.....George Schaefer

SPONSOR.....Hallmark Cards, Inc.

AGENCY.....Foote, Cone and Belding

NBC PRESS REPRESENTATIVE.....Noreen Sherlock, New York

The "Hallmark Hall of Fame" production of the "Hallmark Christmas Festival" includes an ice fantasy; a dramatic segment; the dramatizing of the Nativity through paintings-on-film, with the voice of Judith Anderson; and music featuring Christmas carols by the Obernkirchen Children's Choir.

* * *

ACT ONE

"THE BORROWED CHRISTMAS"

Mr. Really-big.....Walter Slezak

Billy.....David Francis

Manager.....Jules Munshin

Miss Talmey.....Alice Pearce

Officer Flannelly.....John C. Becher

Original Music By.....Philip J. Lang

Adapted for TV BY.....Joseph Schrank

ACT TWO

"THE ICE PRINCESS"

Prince.....Dick Button

Princess.....Ellie Sommers

Cold Man.....William Castle

Tall Man.....John Pappas

(more)

- Credits for 'Hallmark Christmas Festival'

NARRATOR.....Hiram Sherman

PRODUCED AND DIRECTED BY.....George Schaefer

SPONSOR.....Hallmark Cards, Inc.

AGENCY.....Foote, Cone and Belding

NBC PRESS REPRESENTATIVE.....Norman Sherlock, New York

The "Hallmark Hall of Fame" production of the "Hallmark Christmas Festival" included in the Fantasy, a dramatic segment, the dramatizing of the Nativity through pointing-on-film, with the voice of Judith Anderson, and music featuring Christmas carols by the Dearnkirchen Children's Choir.

* * *

ACT ONE

"THE BORROWED CHRISTMAS"

Mr. Really-big.....Walter Slezak

Billy.....Davis Roberts

Manager.....Jules Munshin

Miss Talmey.....Alice Pearce

Officer Plannelly.....John C. Becher

Original Music By.....Philip J. Lang

Adapted for TV BY.....Joseph Schrank

ACT TWO

"THE LAW PRINCESS"

Prince.....Dick Buxton

Princess.....Sallie Emmons

Gold Man.....William Cassis

Tall Man.....John Sappas

(more)

ACT TWO CONT'D

Fat Man.....Charles Bolender

Witch.....Florence Rae

Original Music By.....John Morris

Orchestration.....Philip J. Lang

ACT THREE

OBERNKIRCHEN CHILDREN'S CHOIR

ACT FOUR

THE STORY OF THE NATIVITY

Painted on light by.....Andre Girard

With the voice of.....Judith Anderson

Narrator.....Hiram Sherman

-----o-----

NBC-New York, 12/8/59

JACK TRACY
ROOM 320

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

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December 9, 1959

25 NEW MEMBERS OF NBC'S TWENTY-FIVE YEAR CLUB IN NEW YORK
WILL BE HONORED AT A LUNCHEON MONDAY, DEC. 14

The 25 new members of the Twenty-Five Year Club of the National Broadcasting Company in New York will be honored at a luncheon at the Starlight Roof of the Waldorf-Astoria Hotel on Monday, Dec. 14.

Robert W. Sarnoff, Chairman of the Board of NBC, will present watches and certificates to the new members, and Robert E. Kintner, President of NBC, will address the group.

Singer Florence Henderson and comedian Jan Murray will provide entertainment at the luncheon.

There are presently 331 active and retired NBC employees in New York and elsewhere who have been with the company 25 years or more.

The new members of the club are:

Kenneth J. Arber, technical director;
Elda Artioli, assistant tabulating machine operator;
Joseph J. Berhalter, station contact representative;
Peter M. Bonardi, manager, scenic construction and painting; James E. Cody, revenue accountant; Sidney Desfor, manager, photo unit; John H. Dodge, Eastern sales manager in TV network sales; Henry W. Frisch,

(more)

[illegible]

25 NEW MEMBERS OF NBC'S TWENTY-FIVE YEAR CLUB IN NEW YORK
WILL BE HONORED AT A LUNCHEON MONDAY, DEC. 14

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Robert W. Sarnoff, Chairman of the Board of NBC, will present watches and certificates to the new members, and Robert S. Sinclair, President of NBC, will address the guest.

Singer Florence Henderson and [illegible] will provide entertainment at the luncheon.

There are present [illegible] active and [illegible] NBC employees in New York and elsewhere who have been with the company 25 years or more.

The new members of the club are:

Kenneth J. Arbey, [illegible]

Aida Antioli, assistant [illegible] operator;

Joseph J. [illegible], station contact representative;

Peter M. [illegible], manager, [illegible] and painting, [illegible] Sidney [illegible], manager, [illegible] Western sales manager in TV network sales; [illegible]

(more)

light direction engineer; James F. Hackett, studio field engineer; William A. Haerer, transmitter engineer; Charles A. Kelly, TV network traffic operator; Thomas P. Longmore, TV network studio grip.

Joseph A. Mather, assistant chief electrician; Thomas B. McFadden, Vice President, General Sales Executive, TV Network; James E. McCarthy, construction; Anthony J. McGee, TV network studio engineer; Frank Mocarski, supervisor, telephone installations; Michael Murphy, radio studio property man; Eleanor A. Nadeje, research associate; Paul Rittenhouse, station relations regional manager; Henry J. Rudich, TV network light director engineer; Manuel Segal, TV network sound effect technician; Courtney A. Snell, TV network manager of New York field operations; John D. Van Amburgh, radio network salesman, and Edward J. Weille, watch engineer.

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NBC-New York, 12/9/59

COMING CAMPAIGNS WILL WITNESS NEW SHOWMANSHIP IN POLITICAL BROADCASTING, NBC'S WILLIAM S. HEDGES STATES BEFORE ASSOCIATION OF ADVERTISING MEN AND WOMEN OF N.Y.

William S. Hedges, Vice President of NBC's new Political Broadcast Unit, predicted before the Association of Advertising Men and Women in New York last night, (Tuesday, Dec. 8) that the coming political campaigns will witness a new showmanship in political broadcasting.

"As a result of almost four decades of political broadcasting it is difficult to conceive of a campaign without radio or TV," Mr. Hedges said. Being more acquainted with the personalities of the candidates, the public today has "a keener awareness of the issues than was heretofore possible," he added.

Mr. Hedges also pointed out that the flexibility of radio and television makes possible quick and frequent changes to be made in text of speeches or other political copy as unforeseen events occur. Citing the broadcaster's obligation to the public, Mr. Hedges said that programs must remain in balance, making sure that entertainment, information, education and other types of programs continue and that fair treatment is given to advertisers in the pre-emption or withholding of time.

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NBC-New York, 12/9/59

December 9, 1959

'JOURNEY TO UNDERSTANDING--VOLUME II'

Shah of Iran Will Be Interviewed on Report Four of NBC News Series Prior to His Visit With President Eisenhower

An interview with the Shah of Iran on the questions he will later discuss with President Eisenhower will be presented on Report Four of "Journey to Understanding -- Volume II" on the NBC-TV Network Sunday, Dec. 13 (6:30-7 p.m. EST).

Shah Mohammed Reza Pahlevi will be interviewed by NBC News correspondent Irving R. Levine. The telecast of the interview comes a day before President Eisenhower is scheduled to arrive in Iran on his 11-country goodwill tour.

(more)

EISENHOWER ADDRESS AT AGRICULTURE FAIR IN INDIA ON NBC-TV

President Eisenhower's address opening the U. S. exhibit at the World's Agricultural Fair in India will be covered on Report Three of "Journey to Understanding -- Volume II" Saturday, Dec. 12 (NBC-TV Network, 9:30-10:30 p.m. EST). The program will also include a special filmed report by the first American newsmen to make their way into the disputed border area between India and Communist China. The report was made by a film crew headed by NBC News correspondents Cecil Brown and Welles Hangen.

The fourth telecast in the NBC News series will also include reports on the political and strategic situation of Iran, which has a common border with the Soviet Union, and on Greece, which is the next stop on the President's tour.

There will be a film of the President's final day in India, sent to the U. S. by the trans-Atlantic cable film system, and an audio report of late developments by NBC News' White House correspondent Ray Scherer, who is traveling with the Presidential party.

Frank McGee serves as anchorman in the New York studios of the "Journey to Understanding" series. Chet Hagan is producer and Robert Priaulx director. Subsequent reports in the series include:

Friday, Dec. 18 (8-8:30 p.m. EST) -- Report Five, covering the President's Mediterranean cruise aboard the cruiser Des Moines, during which he will visit President Habib Bourguiba of Tunisia, and a preview of the Western summit meeting by NBC News correspondents.

Sunday, Dec. 20 (8-9 p.m. EST) -- Report Six, covering the Western summit meeting, with man-in-the-street interviews, reports by newsmen gathered from several parts of the world, and an appraisal by NBC News correspondents of coverage by both Communist and Western reporters.

Tuesday, Dec. 22 (10:30-11 p.m. EST) -- Report Seven, including the conclusion of the Western summit meeting, reports on the President's stopover in Madrid and his arrival in Morocco, with a special report on Morocco, where the U. S. has been asked to remove its military bases.

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NBC-New York, 12/9/59

'SUNDAY SHOWCASE'

PHILIP BOURNEUF IN CAST OF 'THE MARGARET BOURKE-WHITE STORY'

Philip Bourneuf will play a magazine editor in "The Margaret Bourke-White Story" on NBC-TV Network's "Sunday Showcase" colorcast of Jan. 3 (8-9 p.m. EST).

Bourneuf appeared on Broadway in "The Devil's Disciple," and in summer stock in "Hilary." He played John Adams in "The Practical Dreamer" on NBC-TV Network's "Our American Heritage" last month.

"The Margaret Bourke-White Story" is an original drama by Joseph Liss based on the noted photographer's bout with Parkinson's disease.

STEVE ALLEN HONORED BY THE MASQUERS IN HOLLYWOOD

Steve Allen was honored by some of the entertainment world's leading personalities when the Masquers gave him a testimonial dinner on Friday, Dec. 4 to welcome him back to Hollywood. The Masquer's saluted Steve for originating his NBC-TV Network "Steve Allen Plymouth Show" colorcasts (Mondays, 10-11 p.m. EST) from the coast this season.

Sitting on the dais were Joe E. Brown, Kirk Douglas, George Jessel, Jayne Meadows (Mrs. Steve Allen), Constance Moore, Jimmy McHugh, Louis Nye, Louella Parsons, Tony Randall, Mickey Rooney, Robert Ryan, Mort Sahl, Mickey Shaughnessy, Esther Williams and Max Youngstein.

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NBC-New York, 12/9/59

HOLIDAY NEWS FROM NBC

December 9, 1959

340-VOICE CHOIR OF MORMON TABERNACLE IN SALT LAKE CITY TO SING IN 'CHRISTMAS NIGHT ON TEMPLE SQUARE,' SPECIAL TELECAST FOR DEC. 25

A half-hour program featuring the world renowned 340-voice choir of the Mormon Tabernacle in Salt Lake City will be presented by the NBC-TV Network on Christmas Night (10:30 p.m. EST).

Titled "Christmas Night on Temple Square," the program will originate in the Mormon Temple. The choir will be directed by Richard P. Condie, with Frank W. Asper at the organ and commentary by Richard L. Evans. This program will be taped by station KTVT in Salt Lake City.

The choir will sing "The Shepherd's Story," "Let All Mortal Flesh," "Listen to the Lambs," "Early One Morning" and the "Hallelujah" from the "Messiah." The Mormon Tabernacle Choir was one of the winners in the recent Grammy Awards. Dan Rainger will be producer-director of the program.

JACK TRACY
ROOM 320

 NBC TELEVISION NETWORK NEWS

December 10, 1959

NBC NEWSMEN COVERING PRESIDENT'S 11-NATION TOUR WILL PARTICIPATE IN "PROJECTION '60" TELECAST APPRAISING THE MISSION

- - -

Full-Hour Program to Be Presented Sunday Night, Dec. 27

Eleven NBC News correspondents, including Chet Huntley, David Brinkley and seven newsmen covering President Eisenhower's journey abroad, will gather in New York for a roundtable appraisal of the mission on "Projection '60" Sunday, Dec. 27 (NBC-TV Network, 8-9 p.m. EST).

The correspondents will discuss the President's 11-nation tour and its potential effects on events in the coming year, including the East-West summit conference in the Spring and the 1960 political conventions and election campaigns.

Chet Huntley, who leaves New York for Paris next week to cover the Western summit meeting, will be anchorman on the special program. David Brinkley, who will come to New York from Washington for the telecast, will discuss the domestic political scene.

The seven correspondents coming to the U. S. from their coverage of the tour for the Dec. 27 program are Ray Scherer (White House correspondent), Joseph C. Harsch (London), Edwin Newman (Paris), John Rich (Berlin), Irving R. Levine (Rome), Cecil Brown (Tokyo) and Welles Hangen (Cairo). They will be joined by Joseph Michaels (Moscow) and James Robinson (Hong Kong).

(more)

The telecast will be the eighth and final program in the series of nighttime specials titled "Journey to Understanding -- Volume II" dealing with the Eisenhower tour. The series is produced by Chet Hagan and directed by Robert Priaulx.

The correspondents will exchange views as they are seated around a circular table in a simple and functional setting in the Ziegfeld Theatre. Besides the President's trip, they are expected to discuss these related topics:

Possible results from the forthcoming round of meetings involving Soviet Premier Khrushchev, Italian President Giovanni Gronchi, French President Charles de Gaulle and British Prime Minister Harold Macmillan.

The likely outcome of the event for which the current diplomatic travels are only preliminary -- the Big Four Summit meeting between the Western powers and the Soviet Union, expected to be held in Paris late in the Spring.

The issues of Berlin, the Khrushchev disarmament proposal, the U. S.-Soviet space competition, Communist China's pressures on India and other Asian nations, and the Washington debate on defense spending.

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NBC-New York, 12/10/59

JACK TRACY
ROOM 320

TRADE NEWS

December 11, 1959

PROGRAM MANAGERS ADVISORY COMMITTEE OF NBC RADIO NETWORK WILL MEET IN NEW YORK THURSDAY, DEC. 17

The Program Managers Advisory Committee of the NBC Radio Network will meet in New York Thursday, Dec. 17, to discuss the co-ordination of the new network program structure, which becomes effective Jan. 4, with the program schedules of the affiliated stations.

Albert L. Capstaff, Vice President of Radio Network Programs, will preside at the meeting, which will be attended by executives of NBC Radio affiliates and of the NBC Radio Network. Details of the revised music policy for NBC Radio's "Monitor" will be finalized during the discussions.

Organized at a meeting of the NBC Radio Affiliates Executive Committee on July 2, the Program Managers Advisory Committee serves as liaison between program executives of affiliated stations and those of the network.

Committee members scheduled to attend the Dec. 17 meeting are: Herman Clark -- WBAP, Fort Worth, Tex.; Bill Cornelius -- WJBO, Baton Rouge, La.; Franklin Coslett -- WBRE, Wilkes-Barre, Pa.; Elmo Ellis -- WSB, Atlanta, Ga.; William Goetze, KFSD, San Diego, Calif.; William Grant, KOA, Denver, Colo.; Peter Kizer -- WOOD, Grand Rapids, Mich.; Ed Walker -- WFLA, Tampa, Fla.; and W. W. Woods -- WHO-WOC, Des Moines-Davenport, Iowa.

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"Today" telecasts. It will be directed by Richard Feldman, a former NBC staff director.

Jerry Seelen, who will write the colorcast, was formerly the head writer for "The Danny Thomas Show" and has written for Milton Berle, Dinah Shore, Esther Williams and others. He also wrote the song "C'est Si Bon."

Host for the evening will be an international star whose name will be announced later. He will be assisted by other entertainers, whose names will be announced shortly. Present plans for the festive fashion event call for a black-tie audience made up of notables of both the entertainment and fashion worlds.

Advertising agency for Chesebrough-Pond's is J. Walter Thompson Company.

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NBC-New York, 12/11/59

THE NATIONAL BROADCASTING COMPANY
ockefeller Plaza, New York 20, N. Y.

December 11, 1959

EDITORIAL ADVISORY BOARD OF MEDICAL RADIO SYSTEM
HOLDS FIRST POLICY MEETING IN NEW YORK

Headed by Dr. Chester Scott Keefer, the Editorial Advisory Board of the Medical Radio System held its first policy meeting on Monday, Dec. 7, in New York. The Medical Radio System is the communications medium designed to serve the special needs of the medical profession. In addition to four of the six members of the Editorial Advisory Board, this initial session was attended by a group of RCA and NBC executives including Brig. General David Sarnoff, Chairman of the Board of RCA, and Robert W. Sarnoff, Chairman of the Board of NBC.

Dr. Keefer is President-Elect of the American College of Physicians and Executive Director of the Boston University Medical Center. Other members of the Editorial Advisory Board who attended the meeting were: Dr. Arthur C. DeGraff, Professor of Therapeutic Medicine at New York University-Bellevue Medical Center and Medical Editor of the professional publication "G. P."; Dr. Edward Rosenow Jr., Acting Executive Director of the American College of Physicians and past Executive Secretary, Los Angeles County Medical Association; and Dr. Frank M. Woolsey Jr., Chairman of the Audio-Visual Committee, American Association of Medical Colleges, and Associate Dean, Albany Medical College.

(more)

Members of the Editorial Advisory Board who could not be present at the meeting are Dr. Joseph Garland, Editor, The New England Journal of Medicine, Boston, Mass., and Dr. Howard A. Rusk, Professor and Chairman, Department of Rehabilitation and Physical Medicine, New York University College of Medicine.

Other RCA and NBC executives who attended the meeting were: Robert E. Kintner, President of NBC; David C. Adams, NBC Senior Executive Vice President; Hugh M. Beville, NBC Vice President, Planning and Research; Allen R. Cooper, NBC Director of Corporate Planning; Irvin P. Sulds, Director of Special Projects, RCA; and Henry T. Sjogren, Project Manager of the Medical Radio System.

Among the subjects discussed at the meeting were the selection of a qualified Medical Editor for the Medical Radio System; expansion of the Board, which will include 10 doctors representing various medical specialties and geographical areas; and exploration of program policies designed to provide informative medical news and post-graduate educational material to Medical Radio System subscribers.

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NBC-New York, 12/11/59

December 11, 1959

WESTERN SUMMIT MEETING GETS PEAK COVERAGE BY NBC NEWS

- - -

Three "Journey to Understanding--Vol. II" Telecasts to Be Devoted To Eisenhower's Meeting With Leaders of Three Nations

The Western summit conference in Paris, at which President Eisenhower will meet with the leaders of Britain, France and West Germany, will be covered in three programs of "Journey to Understanding -- Volume II" on the NBC-TV Network.

A roundtable discussion of the meeting by NBC News correspondents in Paris on the eve of the summit will be sent to New York by an electronic triple play for telecast on Report Five of the series Friday, Dec. 18 (8-8:30 p.m. EST).

The discussion will be televised in Paris, relayed by microwave to London, recorded on video tape and flown by jet to the NBC News studio at Idlewild Airport, New York, for feeding to the NBC-TV Network.

Besides the discussion by NBC News correspondents Joseph C. Harsch, Ray Scherer and Edwin Newman, the program will include coverage of President Eisenhower's Mediterranean cruise and an interview with Tunisian President Habib Bourguiba.

A full-hour program on the President's meetings with Prime Minister Harold Macmillan of Great Britain, Chancellor Konrad Adenauer of West Germany and President Charles de Gaulle of France will be presented on Report Six of "Journey to Understanding" Sunday, Dec. 20 (8-9 p.m. EST).

(more)

The telecast will include man-in-the-street interviews in Europe and the U. S., a video tape report on world news coverage of the conference, and trans-Atlantic cable film of late developments in Paris.

The summit meeting and its results will be appraised by NBC News correspondents on Report Seven of the series Tuesday, Dec. 22 (10:30-11 p.m. EST). The program will also cover the President's visits to Spain and Morocco.

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NBC-New York, 12/11/59

CAST, CREDITS AND MUSIC LISTING FOR 'CHRISTMAS STARTIME' COLORCAST PRESENTATION OF FORD MOTOR COMPANY ON NBC-TV NETWORK TUESDAY, DEC. 22 (9:30-10:30 P.M. EST)

PROGRAM:	"Christmas Startime"
TIME:	NBC-TV Network colorcast Tuesday, Dec. 22 (9:30-10:30 p.m. EST)
STARRING:	Leonard Bernstein and the New York Philharmonic; Marian Anderson; the St. Paul's Cathedral Boys' Choir of London, England, and the Schola Cantorum
HOST:	Joseph N. Welch
PRODUCED BY:	Robert Saudek Associates, in association with Hubbell Robinson Productions Inc.
PRODUCER:	Robert Saudek
ASSOCIATE PRODUCER:	David J. Oppenheim
DIRECTOR:	Roger Englander
CONTINUITY:	Andy Lewis
COSTUME SUPERVISION:	Saul Bolasni
ART DIRECTOR:	Henry May
FEATURE EDITOR:	Mary V. Ahern
ST. PAUL'S CHOIR SEGMENT DIRECTED BY:	Wendy Toye
'MAGNIFICAT' ANALYSIS WRITTEN AND NARRATED BY:	Leonard Bernstein
UNIT MANAGER:	Paul Jacobson
ASSOCIATE DIRECTOR:	Hal Venho
TECHNICAL DIRECTOR:	O. Tamburri

(more)

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ASSOCIATE DIRECTOR:	Hal Venno
TECHNICAL DIRECTOR:	O. Tamburri

(more)

AUDIO:	Jim Blaney
LIGHTING:	Leo Farrenkopf
VIDEO:	Tony Nelle
GRAPHIC ARTS:	Guy Fraumeni
STAGE MANAGERS:	Henry Allard and Chuck Stamps
SPONSOR:	The Ford Motor Company
AGENCY:	J. Walter Thompson Company
ORIGINATION:	NBC Color Studios, Brooklyn, N. Y., on color video tape; and St. Paul's Cathedral and Stationer's Hall, London, England, on color film.
NBC PRESS REPRESENTATIVES:	Charlie Gregg (New York); Bill Fague (Hollywood)

* * *

MUSIC LISTING

1. Introduction by Joseph N. Welch (New York).
2. Processional by the St. Paul's Cathedral Boys' Choir with Leonard Bernstein at the piano (St. Paul's Cathedral, London) -- "Come All Ye Faithful."
3. Informal session with Leonard Bernstein and the St. Paul's Choir (Stationer's Hall, London) -- "The Twelve Days of Christmas."
4. Miss Marian Anderson (New York) sings two spirituals -- "Behold That Star" and "He's Got The Whole World In His Hands."

(more)

- Credits for 'Christmas Starlime'

AUDIO:	Jim Blaney
LIGHTING:	Leo Barrenwoof
VIDEO:	Tony Mills
GRAPHIC ARTS:	Guy Fraumeni
STAGE MANAGERS:	Henry Allaro and Chuck Stamps
SPONSOR:	The Ford Motor Company
AGENCY:	J. Walter Thompson Company
ORIGINATION:	NBC Color Studios, Brooklyn, N. Y., on color video tape, and St. Paul's Cathedral and Stationer's Hall, London, England, on color film.
NBC PRESS REPRESENTATIVES.	Charlie Gregg (New York); Bill Fagus (Hollywood)

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4. Miss Marian Anderson (New York) sings two spirituals -- "Behold That Star" and "He's Got The Whole World In His Hands."

(more)

5. Johann Sebastian Bach's "Magnificat" (New York), analyzed by Leonard Bernstein and performed by Bernstein and the New York Philharmonic; with Marian Anderson reading, and supported by the Schola Cantorum, directed by Hugh Ross; and with soloists Lee Venora, Betty Allen, Russell Oberlin and Charles Bressler. The setting is the Blessed Virgin Mary's prayer after the Annunciation.

6. Host Joseph N. Welch (New York) reads from the Gospel according to St. Luke -- Chapter II, Verses 1-14.

7. Christmas carols by the St. Paul's Choir accompanied by Leonard Bernstein at the piano (St. Paul's Cathedral, London) -- "The Infant King," "King Wenceslaus," "What Child Is This?" and "Ding Dong Melody on High."

8. Miss Marian Anderson, supported by the Schola Cantorum, sings the hymn, "Silent Night" (New York).

9. Recessional by the St. Paul's Choir accompanied by Leonard Bernstein -- "Hark, The Herald Angels Sing." (St. Paul's Cathedral, London).

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NBC-New York, 12/11/59

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NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Dec. 20-26 (All Times EST)

Sunday, Dec. 20

9-10 p.m. -- "The Dinah Shore Chevy Show" - Charles Laughton, Yves Montand and ice skater Donna Atwood are on Dinah's guest list tonight.

Monday through Friday, Dec. 21-25

11-11:30 a.m. -- "The Price Is Right" with Bill Cullen

12:30-1 p.m. -- "It Could Be You" with Bill Leyden as host.

Monday, Dec. 21

10-11 p.m. -- "The Steve Allen Plymouth Show"

Tuesday, Dec. 22

9-9:30 p.m. -- "The Arthur Murray Party" with tonight's guests Jan Murray, Paul Anka and Ann B. Davis.

9:30-10:30 p.m. -- The Ford Motor Company presents "Christmas Startime," a program of Christmas music with Leonard Bernstein, Marian Anderson, the St. Paul's Cathedral Boys' Choir of London, England, and the Schola Cantorum. Joseph N. Welch is tonight's host.

Wednesday, Dec. 23

8:30-9 p.m. -- "The Price Is Right" with Bill Cullen as host.

9-10 p.m. -- "Perry Como's Kraft Music Hall" - with tonight's guests Shari Lewis and Bob Williams and his dog act.

(more)

2 - NBC-TV Network Colorcast Schedule

Thursday, Dec. 24

9:30-10 p.m. -- "The Ford Show" starring Tennessee Ernie Ford with tonight's guests "Dennis the Menace" (Jay North).

Friday, Dec. 25

8:30-9:30 p.m. -- "The Night of Christmas," a program of light entertainment, based on the Yuletide as seen through the eyes of various people.

Saturday, Dec. 26

10-10:30 a.m. -- "The Howdy Doody Show."

10:30-11 a.m. -- "The Ruff and Reddy Show"

1:45 p.m.-to conclusion -- The 22nd Annual Blue-Gray all-star football game at Cramton Bowl, Montgomery, Ala.

7:30-8:30 p.m. -- "Bonanza" - tonight "Paiute War." (repeat)

* * *

CORRECTION PLEASE: (on the NBC-TV Network Colorcast Schedule for December)

Sunday, Dec. 27

9-10 p.m. -- "The Dinah Shore Chevy Show" will be colorcast in this time period tonight (not "The Chevy Show" as previously announced.)

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NBC-New York, 12/11/59

December 11, 1959

PRESIDENTIAL JOURNEY

- - -

More Notes on NBC News' Coverage of Eisenhower Tour

Television coverage of President Eisenhower's foreign tour is taking on the aspect of a remote chess game, with jet planes as the pawns.

Several new gambits have been developed by Leonard Allen, NBC News Manager, TV News Film Assignments, who carries most of the world's jet schedules in his head. By judiciously combining charter and commercial flights, Allen has kept NBC News as much as 24 hours ahead in the race to get coverage of the tour on the air.

An example was his handling of the first film of President Eisenhower in New Delhi. Instead of waiting for a jet flight out of New Delhi, he gained an hour by having put aboard a charter plane to Bombay to connect with an earlier flight. The film was sped by jet to London, where it connected with another jet for New York, landing just in time for the "Journey to Understanding" program last night (Thursday, Dec. 10). The saving of a single hour in India put NBC News a full day ahead in the U. S.

* * *

NBC News estimates that its 120 newsmen covering the tour will have traveled a combined total of 500,000 miles before they finished and will have shot the footage equivalent of 20 feature films.

* * *

(more)

Reporting back to New York on radio circuits, NBC newsman Russ Tornabene said that he and other reporters covering the President's tour are averaging about two hours sleep a night. Jet travel is so fast, he added, that they hardly have a chance to catnap between stops.

* * *

NBC News correspondent Ray Scherer reports that the doctor traveling with the Presidential party gives the newsmen a different pill for each stopover. This, he says, is in addition to their pre-departure, pint-size injection of serum against typhus, cholera, typhoid and other diseases.

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JACK TRACY
ROOM 320

TRADE NEWS

December 14, 1959

LINEUP OF EIGHT POST-SEASON FOOTBALL TELECASTS COMPLETELY SOLD OUT ON THE NBC-TV NETWORK

The NBC-TV Network's lineup of eight post-season football telecasts is completely sold out, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The Gillette Safety Razor Company will sponsor two of the telecasts and will co-sponsor a third, and Phillies Cigars will also sponsor two of the gridcasts.

The list of telecasts and sponsors are as follows:

Saturday, Dec. 19 (12:45 p.m. EST) -- First Liberty Bowl Game at Philadelphia Stadium, co-sponsored by Gillette through Maxon Inc., and Stephen F. Whitman & Son Inc. through N. W. Ayer & Son Inc.

Saturday, Dec. 26 (colorcast, 1:45 p.m. EST) -- 22nd annual Blue-Gray all-star game at Cramton Bowl, Montgomery, Ala., sponsored by Gillette through Maxon.

Sunday, Dec. 27 (1:45 p.m. EST) -- National Football League Championship Game at Baltimore Memorial Stadium with these sponsors: one-half by Philip Morris Inc. through Leo Burnett Company Inc., one-fourth by Hygrade Food Products Corp. through W. B. Doner & Company; and these regional sponsors: Falstaff Brewing Corp. through Dancer-Fitzgerald-Sample Inc., National Brewing Company through W. B. Doner & Company, Theo. Hamm Brewing Company through Campbell-Mithun Inc., Esso Standard Oil Company through McCann-Erickson Inc., Standard Oil of Indiana through D'Arcy Advertising Company, and Standard Oil Company of Ohio through McCann-Erickson Inc.

(more)

Friday, Jan. 1 (colorcast, 1:45 p.m. EST) -- 26th annual Sugar Bowl Game at New Orleans, La., sponsored by Phillies Cigars through Wermen & Schorr Inc.

Friday, Jan. 1 (4:45 p.m. EST) -- 46th annual Rose Bowl Game at Pasadena, Calif., sponsored by Gillette through Maxon.

Saturday, Jan. 2 (4:45 p.m. EST) -- 36th annual East-West Shrine Game at Kezar Stadium, San Francisco, Calif., one-half sponsored by the Savings & Loan Foundation through McCann-Erickson Inc., one-fourth by R. J. Reynolds Tobacco Company through William Esty Company, and one-fourth by Carter Products Inc. through Sullivan, Stauffer, Colwell & Bayles Inc.

Saturday, Jan. 9 (colorcast, 3 p.m. EST) -- 11th annual Senior Bowl Game at Ladd Memorial Stadium, Mobile, Ala., sponsored by Phillies Cigars through Wermen & Schorr.

Sunday, Jan. 17 (colorcast, 3:45 p.m. EST) -- 10th annual Pro Bowl Game at Los Angeles Coliseum, co-sponsored by Liggett & Myers Tobacco Company Inc. through Dancer-Fitzgerald-Sample, and by Carter Products through Sullivan, Stauffer, Colwell & Bayles.

Five of the games will also be broadcast on NBC Radio:

The Blue-Gray and the Rose Bowl Games will be sponsored by Gillette; the National Football Championship Game by Philip Morris (one-half) and the Savings & Loan Foundation and Hygrade Foods (one-quarter each); the Savings & Loan Foundation will also sponsor one-half of the East-West Game broadcast. The Sugar Bowl contest will also be broadcast on NBC Radio.

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NBC-New York, 12/14/59

- Post-Season Football

Friday, Jan. 1 (Midnight, 1:45 p.m. EST) -- 26th annual
[illegible] Bowl Game at New Orleans, La., sponsored by Phillips Tigers
[illegible] Herman & Hobart Inc.

Friday, Jan. 1 (4:45 p.m. EST) -- [illegible] annual Rose Bowl
[illegible] Pasadena, Calif., sponsored by [illegible] Lamon.

Saturday, Jan. 2 (4:45 p.m. EST) -- 35th annual East-West
[illegible] Game at [illegible] Stadium, San Francisco, Calif., one-half spon-
[illegible] by the Savings & Loan Foundation through [illegible] Inc.,
[illegible]-fourth by [illegible] Reynolds Tobacco Company through William Ewy
[illegible], and one-fourth by [illegible] Inc., [illegible],
[illegible], Colwell & [illegible] Inc.

Saturday, Jan. 9 (Coordinate, 5 p.m. EST) -- [illegible]
[illegible] Bowl Game at Lady [illegible] Stadium, [illegible], Ala., sponsored by
[illegible] Tigers through [illegible].

Sunday, Jan. 17 (Midnight, 3:45 p.m. EST) -- [illegible]
[illegible] Bowl Game at [illegible] Coliseum, co-sponsored by [illegible] & [illegible]
[illegible] Company Inc., [illegible] Lamon-Hickman [illegible], and by [illegible]
[illegible] through [illegible], [illegible], Colwell & [illegible].

[illegible] will also be [illegible] on [illegible]

The [illegible] and the [illegible] will be sponsored by
[illegible] the National Football Championship [illegible]
[illegible] and the Savings & Loan Foundation [illegible] (one-
[illegible] each), the Savings & Loan Foundation will also sponsor one-
[illegible] of the [illegible] Game Broadcast. The [illegible] will
[illegible] be broadcast on [illegible].

[illegible]

NBC TRADE NEWS

December 14, 1959

PUREX CORPORATION WILL SPONSOR FIVE FULL-HOUR PRODUCTIONS
AND ONE-HALF OF TWO 'SUNDAY SHOWCASE' PROGRAMS
ON THE NBC TELEVISION NETWORK

The Purex Corporation Ltd. will sponsor five full-hour programs and one-half of two of the "Sunday Showcase" series on the NBC-TV Network during the last half of the 1959-60 season, it was announced today by Richard L. Linkroum, NBC-TV Director of Special Program Sales.

The first program in the purchase will be a special, "Call Me Back," starring Art Carney, on Saturday, Jan. 16 (9:30-10:30 p.m. NYT). Two of the programs will be in the "Project 20" series -- "Not So Long Ago" on Friday, Feb. 19 (8:30-9:30 p.m. NYT), and "Mark Twain's America" on Friday, April 22 (8:30-9:30 p.m. NYT).

Also included will be one-half of a two-part dramatization of the Sacco-Vanzetti story on "Sunday Showcase" May 22 and May 29 (8-9 p.m. NYT). Purex sponsorship also includes another original "Sunday Showcase" drama on March 27 (8-9 p.m. NYT) and a repeat of another of the season's "Sunday Showcase" series on June 12 (8-9 p.m. NYT).

The purchase was made through Edward H. Weiss & Company.

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December 14, 1959

FORD MOTOR COMPANY TO FOREGO COMMERCIAL MESSAGES
ON ITS 'CHRISTMAS STARTIME' COLORCAST

The Ford Motor Company will forego all sponsor and commercial messages for its full-hour colorcast presentation on the NBC-TV Network of "Christmas Startime" Tuesday, Dec. 22 (9:30-10:30 p.m. EST).

According to Hubbell Robinson, "Startime" executive producer, and the sponsor's agency, J. Walter Thompson Company, no sales messages will be offered by Ford during the program "to keep with the mood of the presentation of the greatest Christmas music possible."

For the full 60 minutes on "Christmas Startime," viewers will be treated to such inspirational music and song as Leonard Bernstein and the New York Philharmonic, Marian Anderson and the Schola Cantorum performing Bach's classic "Magnificat"; Marian Anderson singing spirituals and hymns including "He's Got the Whole World in His Hands" and "Silent Night"; host Joseph N. Welch reading from St. Luke, and the St. Paul's Cathedral Boys' Choir of London, England, performing for the first time on American TV -- on color film from London's "parish church of the British Commonwealth."

"Christmas Startime" is produced by Robert Saudek Associates, in association with Hubbell Robinson Productions, Inc.

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NBC COLOR TELEVISION NEWS

December 14, 1959

'SUNDAY SHOWCASE'

- - -

"The Magic and the Real," Alfred Bester's New Drama Of a Circus Star's Dilemma, to Be Colorcast Feb. 28

"The Magic and the Real," a new play by Alfred Bester, will be colorcast on the NBC-TV Network's "Sunday Showcase" Sunday, Feb. 28 (8-9 p.m. EST), it was announced today by Robert Alan Aurthur, executive producer.

Bester, noted science-fiction writer and editor of the "Antic Arts" column of Holiday Magazine, was represented on "Sunday Showcase" on Nov. 8 with a drama entitled "Murder and the Android." His novels include "Who He?" and "The Stars My Destination."

"The Magic and the Real" is set in the world of a small circus trouping through a circuit of broken-down theatres. It opens with the company attending the funeral of its star magician, Peter the

(more)

PRO GRID TITLE GAME ON NBC

The Colts-Giants battle for the National Football League Championship at Baltimore Memorial Stadium Sunday, Dec. 27 (1:45 p.m. EST) will be covered exclusively by the NBC-TV and NBC Radio Networks.

Great, the Infallible Illusionist. To the funeral comes Peter, the magician's son, a young architect who had not seen his father since childhood.

The troupe persuades Peter to stay with the circus and take up where his father left off. Peter becomes attracted to a young dancer, Francesca, and agrees to stay with the group. He soon becomes the circus's main attraction, as his father had been. A set of eerie circumstances leads Peter to the realization that he cannot bridge the gap between the world of reality he has abandoned and the world of the circus.

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NBC-New York, 12/14/59

NBC COLOR TELEVISION NEWS

'FORD STARTIME' COLORCAST

- - -

Audie Murphy and Thelma Ritter to Star in 'The Man,' TV Adaptation of Broadway Mystery-Melodrama

Audie Murphy and Thelma Ritter have been signed to co-star in the "Ford Startime" colorcast for Tuesday, Jan. 5 (9:30-10:30 p.m. EST), a TV adaptation of the 1950 Broadway stage play, "The Man," about a widow who takes a psychopathic killer into her home.

The mystery-melodrama will be directed by Robert Stevens and adapted by James Cavanaugh from the play by Mel Dinelli. The producer will be Robert Northshield. Hubbell Robinson is executive producer (for Hubbell Robinson Productions, Inc.) of the "Startime" series.

The Broadway version of "The Man" starred Lillian Gish and was produced by Kermit Bloomgarden. Stevens, an Emmy Award winner, has directed many major TV series, including "Alfred Hitchcock Presents," "Twilight Zone" and "Playhouse 90."

Miss Ritter, a veteran of many TV, Broadway and motion picture hits, is currently co-starring with Rock Hudson and Doris Day in the film, "Pillow Talk." Murphy, a Congressional Medal of Honor winner and the most decorated soldier of World War II, made his TV dramatic debut on NBC-TV in 1957 on "Suspicion." He has starred in numerous motion pictures, including the 1959 film productions of "The Quiet American," "Ride a Crooked Mile" and "The Gun Runners."

"Startime" is sponsored by the Ford Motor Company through its advertising agency, J. Walter Thompson Company.

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NBC-New York, 12/14/59

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

NBC COLOR TELEVISION NEWS

December 14, 1959

FIVE PAIRS ARE TRUMPS ON 'BELL TELEPHONE HOUR'

- - -

Headliners are Marge and Gower Champion, Jose and Amparo Iturbi, Sheila and Gordon MacRae, Les Paul and Mary Ford, and Dorothy Collins and Raymond Scott

Five top teams will be featured on the "Bell Telephone Hour" colorcast special of Friday, Jan. 15 on the NBC-TV Network (8:30-9:30 p.m. EST). Marge and Gower Champion, Jose and Amparo Iturbi, Sheila and Gordon MacRae, Les Paul and Mary Ford, and Dorothy Collins and Raymond Scott are the headliners. Donald Voorhees will direct the Bell Symphony Orchestra.

The Champions have been seen in TV, motion pictures and nightclubs in their duo-dance creations. Jose Iturbi and his sister Amparo have played widely both alone and as a two-piano team. Sheila and Gordon MacRae have been highly successful in their nightclub act together. Les Paul and Mary Ford with their songs and guitars have racked up record sales in the millions. Dorothy Collins sang on "Your Hit Parade" and her husband, Raymond Scott, was music director of that program for seven years. Scott will have his Quintet on the Bell program.

The program will be produced and directed by Sid Smith. Barry Wood is executive producer of the series for Henry Jaffe Enterprises.

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'QUEEN FOR A DAY' TO HELP KICK OFF MARCH OF DIMES CAMPAIGN

The "Queen for a Day" program will help kick off the new March of Dimes campaign for the third consecutive year.

"Money raised during the 1960 campaign will be used to attack three major targets -- crippling birth defects, arthritis and polio, through research, patient aid and an increase of medical manpower," said host Jack Bailey, host of the NBC-TV Network show.

The Monday-through-Friday program (2 p.m. EST) will originate in the State Fair Music Hall auditorium, Fair Park, Dallas, Texas, the week of Jan. 11, and in the City Auditorium of Houston, Texas, the week of Jan. 18.

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JOHN CASSAVETES, STAR OF 'JOHNNY STACCATO,' DIRECTS EPISODE WIRTTEN BY PRODUCER EVERETT CHAMBERS

"Johnny Staccato" (John Cassavetes) saves Waldo (Eduardo Ciannelli) by putting himself on the spot in "Night of Jeopardy" an episode of the mystery series Thursday, Jan. 7 (8:30 p.m. EST) on the NBC-TV Network.

Producer Everett Chambers wrote the teleplay, which Cassavetes directed.

A gang of counterfeiters, escaping from the T-Men, hide a set of plates. Then, believing that Waldo knows the hiding place, they threaten his life. Staccato convinces them he has the plates and is given two hours to deliver.

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NBC-New York, 12/14/59

JACK TRACY
ROOM 320

2-X-H

To All:

A Merry Christmas

and

A Happy New Year

from NBC Press

NBC TRADE NEWS

December 15, 1959

'THE DOW HOUR OF GREAT MYSTERIES,' SERIES OF SPECIALS WITH JOSEPH N. WELCH AS HOST, SET FOR NBC-TV NETWORK

- - -

Dow Chemical Company to Sponsor Adaptations of Noted Authors For Telecasts Produced by Robert Saudek Associates

The first in a series of mystery classic specials titled "The Dow Hour of Great Mysteries" will be telecast on the NBC-TV Network Thursday, March 31 (9-10 p.m. NYT) sponsored by the Dow Chemical Company, it was announced today by Richard L. Linkroum, Director of Special Program Sales, NBC Television Network.

Produced for the NBC-TV Network by Robert Saudek Associates, the series will present noted Boston attorney Joseph N. Welch as host with prominent performers starring in video adaptations of well-known mystery novels. Included are the works of such writers as Edgar Allan Poe, Charles Dickens and Wilkie Collins, with Poe's "The Murders in the Rue Morgue" and Collins' "The Woman in White" already slated for adaptation.

The second program in the series has been scheduled for Sunday, April 24, with a third to be presented later next Spring.

Mr. Welch, who appears in the current movie, "Anatomy of a Murder," has frequently appeared on "Omnibus" and the "Leonard Bernstein and the New York Philharmonic" series.

Drama consultant for the series will be Walter Kerr, critic, playwright and author. The purchase was made through MacManus, John & Adams Inc.

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HAL HOLBROOK, NOTED INTERPRETER AND IMPERSONATOR OF MARK TWAIN,
TO BE NARRATOR AND CENTRAL FIGURE OF 'ROUGHING IT,'
NBC-TV NETWORK SPECIAL OF FRIDAY, MAY 13

Hal Holbrook, the young actor who has gained a national reputation as an interpreter of the works of Mark Twain through his remarkably faithful stage impersonation of the American humorist, will star as both narrator and central figure of "Roughing It," an NBC-TV Network special on Friday, May 13 (8:30 to 9:30 p.m. EST). Some of the Twain reminiscences will be taken from the book "Roughing It," written by Twain about the six years he spent as an unpaid aide to his brother, Secretary of the Nevada Territory, during the Nevada Gold Rush days. Holbrook will be seen both as the callow, young man who traveled to the West in those wild days and as the mature, witty Twain who comments on the adventures of his youth.

Holbrook's impersonation of Mark Twain on Broadway and in nationwide appearances, has won him wide acclaim. Recently, he was invited to perform at President Eisenhower's birthday celebration.

"Roughing It," produced by Robert Saudek Associates in association with the NBC-TV Network, will be presented in conjunction with the 50th anniversary of the death of Samuel Langhorne Clemens (Mark Twain).

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NBC-New York, 12/15/59

NBC TRADE NEWS

December 15, 1959

NATIONAL BROADCASTING COMPANY'S ENTERPRISES DIVISION ANNOUNCES ORGANIZATION OF FOUR SEPARATE UNITS

The organization of four separate units to operate within the recently organized Enterprises Division of the National Broadcasting Company was announced today by Alfred R. Stern, Vice President in charge of the division.

The new units are Domestic, International and Theatrical Enterprises, and New Enterprises Development.

Morris Rittenberg, who has been Manager of Special Program Sales for the NBC Television Network, has been appointed Director of Domestic Enterprises. Clifford W. Slaybaugh, Manager of Associated Companies, International Operations, has been named Director, International Enterprises, and will also serve as Vice Chairman of the Board, NBC International, Ltd. They will both report to Mr. Stern, who will continue direct supervision of Theatrical Enterprises and New Enterprises Development.

Activities of Domestic Enterprises will be concerned with merchandising, book publishing, educational film sales and new enterprises. NBC's international business will continue under International Enterprises, involving program sales, management services and international investments. The Hudson Theatre and all theatrical investments will fall under Theatrical Enterprises. The New Enterprises Development unit will develop further diversification of the NBC operation.

(more)

Robert Max, Manager, NBC Merchandising, has been appointed Manager of Merchandising for Domestic Enterprises.

In International Enterprises, Richard L. Berman will continue as Manager, Facilities; Alvin Ferleger as Manager, Administration and Sales Development, and William J. Schmitt as Business Manager, reporting to Mr. Slaybaugh.

The creation of the Enterprises Division of NBC last month was brought about to keep pace with the company's increasingly diversified international and domestic activities and to centralize NBC's activities in these areas.

Mr. Rittenberg came to NBC in March, 1953, from the United States Department of Labor. Starting as Manager, Financial Planning, for the NBC Television Network, he reported to the Sales Department in March, 1956, as Manager, Sales Development. In May, 1957, he became Manager, Special Program Sales. He resides in Manhattan with his wife and son.

Mr. Slaybaugh reported to NBC on Sept. 14, 1959, from RCA, where he had been for the past 24 years. He had been associated with RCA International since 1946, being active in broadcast equipment sales, and more recently in charge of engineering products marketing. He lives with his wife and two children in Scarsdale, N. Y.

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NBC-New York, 12/15/59

NBC COLOR TELEVISION NEWS

December 15, 1959

'DEAN MARTIN SHOW' TO BE COLORCAST JAN. 12

- - -

Nanette Fabray, Fabian and Andre Previn to Be Guest Stars
In 'Lincoln-Mercury Startime' Hour of Comedy and Song

Guest stars Nanette Fabray, Fabian and Andre Previn will join host Dean Martin for a colorcast hour of comedy and song, "The Dean Martin Show," on "Lincoln-Mercury Startime" Tuesday, Jan. 12 (NBC-TV Network, 9:30-10:30 p.m. EST).

Jack Donahue will produce and direct this second Dean Martin presentation on the Ford Motor Company's "Startime" series for the 1959-60 season. Robert O'Brien is the writer. David Rose and his orchestra will participate in the show.

Miss Fabray, a star of musical comedy on TV, Broadway and screen, has won three television Emmy Awards and is equally adept in straight comedy and dramatic roles. On NBC-TV she was the feminine lead of "Caesar's Hour," and she recently guest-starred in the "Glory Road" episode of the network's "Laramie" series.

Fabian is a recording star who has become an idol of America's teen-agers. He has guest appeared often on numerous TV shows, including "Perry Como's Kraft Music Hall" and "Kraft Music Hall With Dave King" and "The Ed Sullivan Show."

(more)

Previn is one of the entertainment world's better known musical composers and conductors, and an outstanding concert pianist. He composed the musical scores for more than a score of motion pictures including, most recently, "Gigi" and "Porgy and Bess." His record albums have been piano presentations ranging from jazz to the classics.

Hubbell Robinson is executive producer (for Hubbell Robinson Productions, Inc.) of the series of 39 "Startime" colorcasts, sponsored by the Ford Motor Company through its advertising agency, J. Walter Thompson Company.

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NBC-New York, 12/15/59

NBC-TV NETWORK COLORCAST SCHEDULE
For January (All Times EST)

Friday, Jan. 1

11-11:30 a.m. -- "The Price Is Right" - Bill Cullen is emcee.

11:30 a.m.-1:45 p.m. -- The Tournament of Roses Parade - Pasadena, Calif.

1:45 p.m.-to conclusion -- The 26th Annual Sugar Bowl football game - Louisiana State vs. Mississippi, in New Orleans, La.

8:30-9:30 p.m. -- "The Bell Telephone Hour" tonight starring Jane Froman, Grant Johannesen, Louis Armstrong, Shirley Jones and Jack Cassidy, Gene Nelson, Taina Elg, Jacques D'Amboise and Allegra Kent. Dave Garroway is tonight's host.

Saturday, Jan. 2

10-10:30 a.m. -- "The Howdy Doody Show."

10:30-11 a.m. -- "The Ruff and Reddy Show."

2:30 p.m. -- NBC-NBA professional basketball game between the New York Knickerbockers and the Cincinnati Royals.

7:30-8:30 p.m. -- "Bonanza" - Tonight "El Toro Grande"

Sunday, Jan. 3

8-9 p.m. -- "Sunday Showcase" presents "The Margaret Bourke-White Story," starring Teresa Wright and Eli Wallach.

9-10 p.m. -- "The Chevy Show" presents Janet Blair in "Around the World with Nellie Bly."

(more)

Monday through Friday, Jan. 4-8

6:30-7 a.m. -- "Continental Classroom"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You?"

Monday, Jan. 4

10-11 p.m. -- "The Steve Allen Plymouth Show"

Tuesday, Jan. 5

9-9:30 p.m. -- "The Arthur Murray Party"

9:30-10:30 p.m. -- "Ford Startime" presents "The Man," starring Audie Murphy and Thelma Ritter.

Wednesday, Jan. 6

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Jan. 7

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

Friday, Jan. 8

8-9:30 p.m. -- "The Art Carney Show" - Art Carney starring in "The Man in the Dog Suit." Celeste Holm co-stars.

Saturday, Jan. 9

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show."

3 p.m.-to conclusion -- The 11th Annual Senior Bowl football game at Ladd Memorial Stadium, Mobile, Ala.

7:30-8:30 p.m. -- "Bonanza" - tonight, "The Outcast"

Sunday, Jan. 10

9-10 p.m. -- "The Dinah Shore Chevy Show"

(more)

Monday through Friday, Jan. 11-15

6:30-7 a.m. -- "Continental Classroom"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Monday, Jan. 11

10-11 p.m. -- "The Steve Allen Plymouth Show"

Tuesday, Jan. 12

9-9:30 p.m. -- "The Arthur Murray Party"

9:30-10:30 p.m. -- "Lincoln Mercury Startime" presents "The Dean Martin Show." Dean's guests are Nanette Fabray, Fabian and Andre Previn.

Wednesday, Jan. 13

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Jan. 14

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie in his adaptation of Gilbert and Sullivan's "HMS Pinafore."

Friday, Jan. 15

8:30-9:30 p.m. -- "The Bell Telephone Hour" starring Marge and Gower Champion, Jose and Amparo Iturbi, Sheilah and Gordon MacRae, Les Paul and Mary Ford, Dorothy Collins and Raymond Scott. Donald Voorhees conducts the Bell Telephone Orchestra.

Saturday, Jan. 16

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight, "A House Divided"

8:30-9:30 p.m. -- "The Jerry Lewis Show"

9:30-10:30 p.m. -- "The Art Carney Show" - Art Carney in "Call Me Back."

(more)

Sunday, Jan. 17

3:45 p.m. to conclusion -- The 10th Annual Pro Bowl football game at Los Angeles Coliseum.

8-9 p.m. -- "Sunday Showcase" presents "One Loud Clear Voice."

9-10 p.m. -- "The Chevy Show"

Monday through Friday, Jan. 18-22

6:30-7 a.m. -- "Continental Classroom"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Monday, Jan. 18

10-11 p.m. -- "The Steve Allen Plymouth Show"

Tuesday, Jan. 19

9-9:30 p.m. -- "The Arthur Murray Party"

9:30-10:30 p.m. -- "Ford Startime"

Wednesday, Jan. 20

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Jan. 21

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

Friday, Jan. 22

8:30-9:30 p.m. -- "The Pontiac Star Parade" presents "The Future Lies Ahead," a variety show starring Mort Sahl, with Eddie Cantor and Frankie Vaughan.

Saturday, Jan. 23

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza"

(more)

[illegible] - [illegible] Network Colorcast Schedule for January

[illegible], Jan. 17

3:45 p.m. to conclusion -- The 10th Annual Pro Bowl Football [illegible] at Los Angeles Coliseum.

6-7 p.m. -- "[illegible]" presents "[illegible]."

9-10 p.m. -- "The Chess Show"

[illegible], Jan. 18-22

6:30-7 a.m. -- "Continental Classroom"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Monday, Jan. 19

10-11 p.m. -- "The Steve Allen Plymouth Show"

Tuesday, Jan. 19

6-6:30 p.m. -- "The Arthur Murray Party"

9:30-10:30 p.m. -- "[illegible]"

Wednesday, Jan. 20

6:30-7 p.m. -- "The Price Is Right"

9-10 p.m. -- "[illegible]"

Thursday, Jan. 21

6:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

Friday, Jan. 22

6:30-9:30 p.m. -- "The [illegible] Star Parade" presents "The [illegible] Ford Show," a variety show starring Mary [illegible], with [illegible] and Frankie Vaughan.

Saturday, Jan. 23

10-10:30 a.m. -- "The Andy Doody Show"

10:30-11 a.m. -- "The [illegible] and [illegible]"

7:30-8:30 p.m. -- "[illegible]"

(over)

5 - NBC-TV Network Colorcast Schedule for January

Sunday, Jan. 24

8-9 p.m. -- "Our American Heritage" presents "Man of Manifest Destiny," a dramatic episode in the life of John Charles Fremont.

9-10 p.m. -- "The Dinah Shore Chevy Show"

Monday through Friday, Jan. 25-29

6:30-7 a.m. -- "Continental Classroom"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Monday, Jan. 25

10-11 p.m. -- "The Steve Allen Plymouth Show"

Tuesday, Jan. 26

9-9:30 p.m. -- "The Arthur Murray Party"

9:30-10:30 p.m. -- "Ford Startime"

Wednesday, Jan. 27

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Jan. 28

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford

Friday, Jan. 29

8:30-9:30 p.m. -- "The Bell Telephone Hour"

Saturday, Jan. 30

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza"

Sunday, Jan. 31

3:15-4:30 p.m. -- The NBC Opera Company presents Mascagni's "Cavalleria Rusticana."

9-10 p.m. -- "The Dinah Shore Chevy Show"

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NBC-New York, 12/15/59

HOLIDAY NEWS FROM NBC

December 15, 1959

CHRISTMAS WEEK CELEBRATION

- - -

Drama, Joy and Music of the Yuletide to Mark

NBC-TV Network Programs Dec. 20-25

A Christmas Day Festival of Lessons and Carols, to be telecast live from Washington Cathedral in the nation's capital, and a Christmas Eve Midnight Mass, to be presented live from St. Patrick's Cathedral in New York City, will highlight the holiday week celebration on the NBC-TV Network.

President Eisenhower will light the traditional White House Christmas tree and extend his annual holiday greetings to the nation and the world in another live telecast (Dec. 23).

Notable musical features on the holiday schedule will be "Christmas Startime" (Dec. 22), with Leonard Bernstein conducting the New York Philharmonic in the Bach "Magnificat" and contralto Marian Anderson singing carols and spirituals, and the NBC Opera Company production of Gian Carlo Menotti's opera "Amahl and the Night Visitors" (Dec. 24).

Dinah Shore (Dec. 20), Perry Como (Dec. 23) and Dave Garroway ("Today," Dec. 25) are among the NBC stars who will devote full programs to Christmas themes.

Following are details of these and other holiday programs on the NBC-TV Network from Sunday, Dec. 20 through Friday, Dec. 25 (All times EST):

(more)

SUNDAY, DEC. 20

9-10 p.m. DINAH SHORE SHOW (colorcast) -- Charles Laughton, stage-film star; Yves Montand, French music-hall headliner, and Donna Atwood, former ice-skating champion, are Dinah Shore's guests in a full-hour Christmas show. Miss Shore will sing "It Must Be Christmas," a new song by Judy Holliday, and will join Laughton in "We Won't Be in England for Christmas." Montand will sing "The Conductor," and will join Miss Shore in "Then I'll Be Happy." Miss Atwood will figure-skate in a Winter night scene choreographed expressly for the show. Christmas carols, from many lands, sung by Miss Shore and the entire company, will round out the program.

10-10:30 p.m. LORETTA YOUNG SHOW -- "Christmas Stopover," play. The faith of a counter waitress (Miss Young) and her nine-year-old customer is tested when each makes a wish for Christmas. (Repeat)

MONDAY, DEC. 21

10-11 p.m. THE STEVE ALLEN SHOW (colorcast) -- Gene Autry sings Christmas carols; Patti Page sings selections from "The Sound of Music."

(more)

TUESDAY, DEC. 22

9:30-10:30 p.m. CHRISTMAS STARTIME (colorcast) -- Program of Christmas music featuring Leonard Bernstein and the New York Philharmonic Orchestra; Marian Anderson, contralto; the St. Paul's Cathedral Boys' Choir of London, and the Schola Cantorum. Bernstein will conduct the orchestra in an almost-complete performance of Bach's "Magnificat." Miss Anderson will sing Christmas spirituals and hymns. The St. Paul's Cathedral Boys' Choir will sing Christmas carols, including "O Come, All Ye Faithful," "Ding Dong Melody on High," "What Child is This?" "King Wenceslaus," "The Infant King," "Hark, the Herald Angels Sing" and "The Twelve Days of Christmas." Joseph N. Welch, host, will read a selection from St. Luke.

WEDNESDAY, DEC. 23

5-5:30 p.m. PRESIDENT EISENHOWER'S ANNUAL CHRISTMAS GREETINGS TO THE NATION AND THE WORLD -- Live telecast from the Ellipse south of the White House. The President will throw a switch lighting the traditional White House Christmas tree -- this year a 70-foot silver spruce, gift of the State of Maine -- and will then read his greetings. Music by the U. S. Marine Band, the Youth for Christ Chorale, and the Little Singers of Paris.

(more)

7:30-8:30 p.m. WAGON TRAIN -- "The Saint Nicholas Story," in which two boys, one Indian, one white, bring the true meaning of Christmas to the Wagon Train. Ward Bond plays wagonmaster Seth Adams, and Robert Horton is scout Flint McCullough.

9-10 p.m. THE PERRY COMO SHOW (colorcast) -- Guests on Perry's annual Christmas program will include Shari Lewis, actress-ventriloquist-puppeteer, and Bob Williams with his dog Louie. As is his custom, Perry Como will be host to the children of members of his production staff and TV crew. He will tell the story of the first Christmas in narrative and song. Chorus and orchestra will join him in carols.

THURSDAY, DEC. 24

8-9 p.m. NBC OPERA COMPANY PRESENTS GIAN CARLO MENOTTI'S CHRISTMAS OPERA "AMAHL AND THE NIGHT VISITORS" -- The story tells of a little crippled boy who is miraculously cured when he offers his crutch to the Three Kings as a gift to be taken to the Christ Child. Kirk Jordan plays Amahl, Rosemary Kuhlman portrays his mother, and Leon Lishner, Andrew McKinley and David Aiken are the Three Kings.

9:30-10 p.m. THE FORD SHOW (colorcast) -- Dennis the Menace (Jay North) helps Tennessee Ernie Ford celebrate Christmas.

(more)

12 mid-1:45 a.m. CHRISTMAS EVE MIDNIGHT MASS -- Live telecast from St. Patrick's Cathedral in New York City. The celebrant is the Most Rev. Joseph F. Flannelly, Auxiliary Bishop of New York, and the TV narrator is the Very Rev. Msgr. Timothy J. Flynn.

FRIDAY, DEC. 25

7-9 a.m. TODAY -- Special holiday program featuring portion of a service in Park Street Church, overlooking Boston Common; the Boston Bellringers, from Boston Common, with greetings by Mayor John Hynes and music by choral groups; a Christmas fantasy with balladeer Tom Glazer and dancer Maybin Hewes; direct phone calls from host Dave Garroway to servicemen stationed in isolated parts of the world. Entire program live.

10-11 a.m. A FESTIVAL OF SEVEN LESSONS AND CAROLS - Live telecast from Washington Cathedral (Protestant Episcopal) in the nation's capital. The Rt. Rev. Angus Dun, Bishop of Washington, and the Very Rev. Francis B. Sayre, Dean of Washington Cathedral, will participate in the service, which is chiefly musical. The Washington Cathedral Choir of Men and Boys will sing the festive carols, and the congregation will sing traditional hymns. Music will include "Once in David's Royal City," "Adeste Fidelis," "Hark, the Herald Angels Sing," "On This Day Earth Shall Ring," "The Infant King" and "To Bethlehem."

(more)

8:30-9:30 p.m. THE NIGHT OF CHRISTMAS (colorcast) -- A full-hour live color special made up of light entertainment, based on the Yuletide seen through the eyes of various people. From Hollywood. (Details to be announced.)

10:30-11 p.m. CHRISTMAS NIGHT ON TEMPLE SQUARE -- A program featuring the world renowned 340-voice choir of the Mormon Tabernacle in Salt Lake City, Utah, in seasonal music. The choir will sing "The Shepherd's Story," "Let All Mortal Flesh," "Listen to the Lambs," "Early One Morning" and the "Hallelujah" Chorus from "The Messiah."

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NBC-New York, 12/15/59

NBC COLOR TELEVISION NEWS

December 15, 1959

ANNUAL LOOK TELEVISION AWARDS WILL BE PRESENTED ON 'STEVE ALLEN PLYMOUTH SHOW' MONDAY, DEC. 28

Presentation of the annual Look Television Awards to programs and personalities voted the year's best will be made on "The Steve Allen Plymouth Show" Monday, Dec. 28 (NBC-TV Network colorcast, 10-11 p.m. EST).

The Look Magazine awards are based on the votes of TV critics and editors on leading U. S. newspapers. The categories follow: Best Special Program, Best Musical Show, Best Comedian, Best Musical Series, Best Dramatic Series, Best Playwright, Best Action Series, Best Comedy Series (Situation), Best Quiz or Panel Series, Best Public Affairs Show, Best Sports Show or Series, Best Educational Series, Best Dramatic Show and Best Variety Series.

Award presentations on the colorcast will originate in both Hollywood and New York.

JACK TRACY
ROOM 320

2-X-H

NBC COLOR TELEVISION NEWS

December 16, 1959

'THE FOUR OF US'--ETHEL MERMAN, BEATRICE LILLIE, RAY BOLGER AND BENNY GOODMAN--SET FOR 'BELL TELEPHONE HOUR' COLORCAST

Four of the biggest names in showbusiness -- Ethel Merman, Beatrice Lillie, Ray Bolger and Benny Goodman -- comprise the roster of the "Bell Telephone Hour" colorcast of Friday, Jan. 29 (8:30-9:30 p.m. EST). The full-hour special program of music and dance is subtitled "The Four of Us."

Miss Merman, currently starring in the Broadway hit "Gypsy," will sing numbers giving a musical history of ragtime. Goodman will play his clarinet in both jazz and classical selections. Miss Lillie will sing some of her famous specialties. Bolger will dance numbers created for this colorcast.

Donald Voorhees will direct the Bell Telephone Orchestra.

Bill Hobin is producer-director. Barry Wood is executive producer of the "Bell Telephone Hour" series for Henry Jaffe Enterprises.

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NBC COLOR TELEVISION NEWS

December 16, 1959

'SUNDAY SHOWCASE'

- - -

'The Ira Hayes Story,' Dramatizing Last Years in Life of Indian Hero of Iwo Jima, Will Be Colorcast March 27

"The Ira Hayes Story," a drama by Merle Miller based on the last years of the American Indian hero of Iwo Jima, will be colorcast on the NBC-TV Network's "Sunday Showcase" Sunday, March 27 (8-9 p.m. EST), Robert Alan Aurthur, executive producer, announced today.

Aurthur said the drama will be taped on location on the Pima Indian Reservation in Arizona.

Ira Hayes, a Pima Indian, participated in the historic flag-raising at Iwo Jima in 1945, when he was 22. He died a tragic death at the age of 32 four years ago.

Miller recently returned from a 10-day research trip to the reservation. He interviewed the hero's parents, Nancy and Joseph Hayes, and two brothers. His play will deal with Hayes' life after he returned from the war.

Miller is the author of two "Playhouse 90" dramas, "Dark December" and "Reunion"; a screenplay, "Kings Go Forth"; and several novels, "That Winter," "A Secret Understanding," "The Sure Thing," and his latest, "A Gay and Melancholy Sound," to be published next Spring.

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December 16, 1959

WHEN THE TIME IS THE PRESENT, CHET HUNTLEY REPORTS LATEST NEWS--
AND THAT GOES ESPECIALLY FOR COVERAGE OF WESTERN SUMMIT MEETING

The "Time: Present--Chet Huntley Reporting" telecast of Sunday, Dec. 20, on the NBC-TV Network (5:30-6 p.m. EST) will originate in Paris via video tape and film and will reach the United States by the fastest combination of communications methods.

The program will cover developments in President Eisenhower's tour, including events at the Western summit meeting in Paris, which begins Saturday, Dec. 19. The major part of the show will be transmitted from Paris to London over the Eurovision Network on Dec. 19, recorded on video tape in London and sped to New York by jet airliner. The program will be updated Dec. 20, with coverage of late-breaking news sent over the trans-Atlantic cable film system.

NBC News commentator Chet Huntley said the program will include coverage of President Eisenhower's visit with President Bourguiba of Tunisia, an interview with French journalist Andre Philip on General de Gaulle's role in the President's mission, interviews with newspaper correspondents from Pakistan, India, Greece and Turkey concerning the significance of the President's enthusiastic welcome in those countries, and a report from NBC Paris correspondent Edwin Newman. Huntley said it probably will include film from Berlin, because "Berlin is the center of the President's whole mission."

(more)

"Most of all, we want to give the 'why' of the Western summit meeting -- the reason the President and the other leaders are together," he said.

* * *

PATTERN FOR SPEEDY NEWS COVERAGE

NBC commentator Chet Huntley said today that future news programs undoubtedly will follow the pattern of his Sunday, Dec. 20 program -- "Time: Present--Chet Huntley Reporting" -- by originating abroad and being recorded on video tape and film.

The Sunday, Dec. 20 show on the NBC-TV Network (5:30-6 p.m. EST) will originate in Paris.

"The combination of tape, the trans-Atlantic cable and jet planes is shrinking the world that much more," he said. "Any time there is a good story breaking in Europe, an American television station now can carry it within a few hours. And, as communications facilities improve elsewhere, the same rapid coverage will spread throughout the world."

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NBC-New York, 12/16/59

M THE NATIONAL BROADCASTING COMPANY
· Rockefeller Plaza, New York 20, N. Y.

December 16, 1959

NBC NEWS OVERSEAS CORRESPONDENTS WILL BREAK OWN RECORD IN 31 SPEAKING ENGAGEMENTS ACROSS U.S. AT TURN OF YEAR

NBC News' overseas correspondents will break their own speech-making record at the turn of the year when they will make 31 appearances across the country from Hartford, Conn., to San Diego, Calif.

Seven foreign correspondents returning to New York for the special "Projection '60" program Sunday, Dec. 27 (NBC-TV Network, 8-9 p.m. EST) will make three appearances as a group and 28 individual appearances between Dec. 30 and Jan. 17.

The correspondents will appear together at roundtable discussions at a Foreign Policy Association luncheon at the Waldorf Astoria Hotel in New York Jan. 7, a National Press Club luncheon in Washington Jan. 8 and a World Affairs Council meeting at the Philadelphia Academy of Music Jan. 10.

The correspondents are Joseph C. Harsch (London), Edwin Newman (Paris), John Rich (Berlin), Cecil Brown (Tokyo), Joseph Michaels (Moscow), Welles Hangen (Cairo), and James Robinson (Hong Kong). Their schedule, representing the most extensive round of appearances they have ever attempted, is as follows:

Dec. 30	Joseph C. Harsch	Foreign Policy Association, Hartford, Conn.
Dec. 31	Welles Hangen	Rotary Club, Houston, Tex.
Jan. 4	Edwin Newman	Exchange and Optimists Club, Lansing, Mich.

(more)

Jan. 4	Cecil Brown	Detroit Economic Club, Detroit, Mich.
Jan. 4	Wells Hangen	Chamber of Commerce, Rochester, N. Y.
Jan. 4	Joseph C. Harsch	Rotary Club, Charlotte, N. C.
Jan. 4	John Rich	University of Tampa, Tampa, Fla.
Jan. 4	Joseph Michaels	Kiwanis Club, Green Bay, Wisc.
Jan. 5	Joseph C. Harsch	Kiwanis Club, Atlanta, Ga.
Jan. 5	Edwin Newman	Ad Club, Pittsburgh, Pa.
Jan. 5	Welles Hangen	Grand Rapids, Iowa
Jan. 5	John Rich	Rotary Club, Tampa, Fla.
Jan. 5	James Robinson	Exchange Club, Nashville, Tenn.
Jan. 5	Cecil Brown	Ad Club, St. Louis, Mo.
Jan. 5	Joseph Michaels	Chamber of Commerce, Des Moines, Iowa
Jan. 6	Joseph C. Harsch	Breakfast Club, Atlanta, Ga.
Jan. 6	Edwin Newman	Binghamton, N. Y.
Jan. 6	Welles Hangen	Youngstown, Ohio
Jan. 6	John Rich	Rotary Club, New Orleans, La.
Jan. 6	Cecil Brown	Lions Club, Indianapolis, Ind.
Jan. 6	James Robinson	Kiwanis and Lions Clubs, Roanoke, Va.
Jan. 7	All correspondents	Foreign Policy Association, Waldorf Astoria Hotel, New York, N. Y.
Jan. 8	All correspondents	National Press Club, Washington, D. C.
Jan. 9	Edwin Newman	City Club, Cleveland, Ohio
Jan. 10	All correspondents	World Affairs Council, the Academy of Music, Philadelphia, Pa.

(more)

3 - Correspondents

Jan. 12	James Robinson	Bond Club, San Francisco, Calif.
Jan. 12	Cecil Brown	20-30 Club, Bakersfield, Calif.
Jan. 13	James Robinson	World Affairs Council, San Francisco, Calif.
Jan. 14	Cecil Brown	Rotary Club, San Diego, Calif.
Jan. 15	Cecil Brown	Modern Forum, Los Angeles, Calif.
Jan. 17	Cecil Brown	Community Council, Tucson, Ariz.

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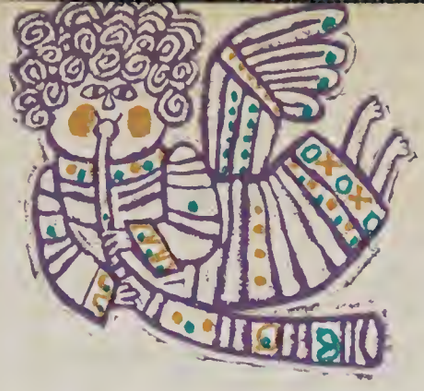
NBC-New York, 12/16/59



December 16, 1959

CHRISTMAS WEEK SCHEDULE ON NBC RADIO NETWORK DEC. 20-25
WILL TELL YULETIDE STORY IN MUSIC, CHURCH
SERVICES AND SPECIAL PROGRAMS

A Christmas Eve Midnight Mass will be broadcast live from St. Patrick's Cathedral in New York City, and a Christmas Day Festival of Seven Lessons and Carols will be presented live from Washington Cathedral in the national capital as highlights of the holiday week celebration on the NBC Radio Network.

President Eisenhower will light the traditional White House Christmas tree and extend his annual holiday greetings to the nation and the world in a live broadcast (Dec. 23).

Notable musical features on the holiday schedule will be a series of choral programs (Dec. 21, 22, 23) and a performance of substantial excerpts from Handel's "Messiah" by soloists and the Oratorio Chorus and Orchestra of Augustana College, Rock Island, Ill. (Dec. 24).

Following are details of these and other holiday programs on the NBC Radio Network from Sunday, Dec. 20 through Friday, Dec. 25 (all times EST):

(more)

SUNDAY, DEC. 20

8:15-8:30 a.m. (except WRCA)	FAITH IN ACTION -- Elder Howard W. Hunter, member of the Council of Twelve Apostles (Mormon), speaks on "The Light of the World." Albert Fallows of the Salt Lake Tabernacle Choir sings "O Come, All Ye Faithful" and "The First Noel."
9:15-9:30 a.m.	THE ART OF LIVING -- Dr. Norman Vincent Peale, minister of Marble Collegiate Church, New York City, speaks on "A Heart Full of Christmas."
10:05-10:30 a.m.	NATIONAL RADIO PULPIT -- Dr. Ralph W. Sockman, minister of Christ Church Methodist, New York City, speaks on "The Mystery of the Manger."
11:30 a.m. 5:30 p.m. 8:30 p.m.	MONITOR -- Christmas concert by Eskimo and Indian children in Sitka, Alaska.
4 p.m.	MONITOR -- A trip to the world's largest carillon, in Riverside Church, New York City.
3 p.m. 5 p.m. 7 p.m.	MONITOR -- A broadcast from behind the walls of Indiana State Women's Prison in Indianapolis to learn how the inmates will spend Christmas.

(NOTE: MONITOR features are scheduled during the half-hour segments which start at the times listed.)

(more)

MONDAY, DEC. 21

10:05-10:30 p.m. (except WRCA)

VOICES OF CHRISTMAS -- Concert by the Sacramento Concert Choir of American River Junior College, Sacramento, Calif. Selections include "Angels We Have Heard on High," "The First Noel," "Everywhere," "O Little Town of Bethlehem," "The Snow Lay on the Ground," "Glory to God in the Highest" (Randall Thompson). A seven-voice group will sing "Good Evening" (Swedish), "Carol of the Drum," "Bring a Torch, Jeanette, Isabella" (French), "The Star Carol," and "Fum Fum Fum" (Spanish).

TUESDAY, DEC. 22

10:05-10:30 p.m. (except WRCA)

VOICES OF CHRISTMAS -- The Centenary Singers of Centenary College for Women, Hackettstown, N. J., will sing music of Mozart and Rachmaninoff and carols from Czechoslovakia, France, Spain and other nations. This group, which has concertized widely throughout the country, will make its fourth European concert tour in June. Selections will include "Glory to God" (Lotti), "Adoramus Te Christe" (Mozart), "Ding Dong, Merrily on High" (English), "Joseph and the Shepherds" (French), "Now Leave Your Flocks" (French), "Sleep, Baby, Sleep" (Czech), "Harken to Me"

(more)

[illegible]

[illegible] p.m.
[illegible] (1954)

Voices of Conscience -- Convened by the Community Church Youth Council to discuss moral issues of times, contemporary world. Discussions include "Should an Atom Bomb be Used in the Korean War?" "Conscription, Is Civil Duty or Slavery?" "Are Sex Mores Changing?" "Is Man Ready for Self Government?" "Is Man Ready for Universal Brotherhood?" "Is Man Ready for Universal Education?" "Is Man Ready for Universal Peace?" "Is Man Ready for Universal Prosperity?" "Is Man Ready for Universal Religion?" "Is Man Ready for Universal Science?" "Is Man Ready for Universal Wealth?" "Is Man Ready for Universal Work?" "Is Man Ready for Universal Worship?" "Is Man Ready for Universal Zeal?" "Is Man Ready for Universal Zest

10:05-10:30 p.m.
(except WRCA)
(CONT'D)

(Czech), "Ain'-a That Good News" (spiritual), "He's Got the Whole World in His Hands" (spiritual), "Rouse, Good Folk" (Spanish), "Carol, Brothers, Carol," "Strangers Say a King Is Born" (Czech), and "Glory Be to God" (Rachmaninoff).

WEDNESDAY, DEC. 23

5:05-5:30 p.m.
(except WRCA)

PRESIDENT EISENHOWER'S ANNUAL CHRISTMAS GREETINGS TO THE NATION AND THE WORLD -- Live broadcast from the Ellipse south of the White House. The President will throw a switch lighting the traditional White House Christmas tree, a 70-foot silver spruce, gift of the State of Maine, and will then read his greetings. Music by the U. S. Marine Band, the Youth for Christ Chorale, and the Little Singers of Paris. (NOTE: WRCA, New York, will broadcast excerpts from the special program as part of "Up to the Minute," a news program that runs from 6 to 6:40 p.m. EST).

10:05-10:30 p.m.
(except WRCA)

VOICES OF CHRISTMAS -- Concert by the Lawrence College Concert Choir of Appleton, Wis. (Details to be announced.)

(more)

THURSDAY, DEC. 24

9:05-10 p.m. EXCERPTS FROM HANDEL'S "MESSIAH" -- A performance of substantial excerpts from Handel's "Messiah" by soloists and the Oratorio Chorus and Orchestra of Augustana College, Rock Island, Ill. Soloists will be Adele Addison, soprano; Howard Jarratt, tenor; Lillian Chookasian, contralto, and Richard Schreiber, bass. Dr. Henry Veld will conduct. (Tape-recorded at a public performance Dec. 13 in Centennial Hall at Augustana College.)

12 mid.-1:45 p.m. CHRISTMAS EVE MIDNIGHT MASS -- Live broadcast from St. Patrick's Cathedral in New York City. The celebrant is the Most Rev. Joseph F. Flannelly, Auxiliary Bishop of New York.

FRIDAY, DEC. 25

10-11 a.m. A FESTIVAL OF SEVEN LESSONS AND CAROLS -- Live broadcast from Washington Cathedral (Protestant Episcopal) in the nation's capital. The Rt. Rev. Angus Dun, Bishop of Washington, and the Very Rev. Francis B. Sayre, Dean of Washington Cathedral, will

(more)

10-11 a.m.
(CONT'D)

participate in the service, which is chiefly musical. The Washington Cathedral Choir of Men and Boys will sing the festive carols, and the congregation will sing traditional hymns. Music will include "Once in David's Royal City," "Adeste Fidelis," "Hark, the Herald Angels Sing," "On This Day Earth Shall Ring," "The Infant King" and "To Bethlehem."

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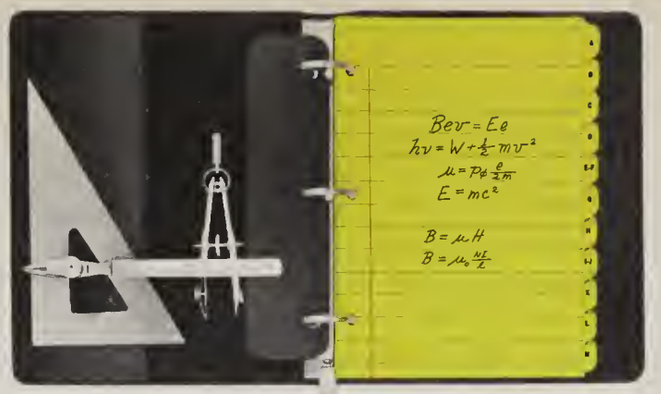
NBC-New York, 12/16/59



CONTINENTAL CLASSROOM
NBC TELEVISION NETWORK
6:30-7:00 AM MON.-FRI. EST

December 16, 1959

2=1,333

"CONTINENTAL CLASSROOM" INSTRUCTION BY TWO SCIENCE TEACHERS WOULD "REQUIRE 1,333 PROFESSORS IN AS MANY CLASSROOMS," SAYS READER'S DIGEST ARTICLE ON NBC-TV COURSES

Together, two science teachers in the NBC-TV Network's "Continental Classroom" are currently providing "instruction that would otherwise require 1,333 science professors in as many classrooms."

Today, the combined audience for the new course in Modern Chemistry, conducted by Dr. John F. Baxter, and Dr. Harvey E. White's Atomic Age Physics course, now being rebroadcast daily, has climbed "over the million mark."

The figures are cited in an article in the January, 1960, issue of The Reader's Digest about this "enormously successful TV program that is pulling men, women and youngsters out of bed to improve their knowledge of science." The article, "They Go to School at Dawn," is by John Reddy.

(Modern Chemistry is telecast coast-to-coast in color Monday through Friday at 6:30 a.m. local time. Atomic Age Physics, which launched "Continental Classroom" last year, is being repeated on kinescope and film coast-to-coast Monday through Friday at 6 a.m. local time.)

(more)

"'Continental Classroom' is the first (program) to blanket the nation with top-level instruction in its specially chosen fields," the article says. "Moreover, some installments of it have been dubbed in German, Spanish and French for trial telecast in Europe, foreshadowing TV education on a global scale."

The article notes that "in response to an appeal to the nation by President Eisenhower 'for prompt action...to improve and expand the teaching of science,' the National Broadcasting Company, with the aid of the American Association of Colleges for Teacher Education, the Ford Foundation and six leading corporations, launched 'Continental Classroom' as a major push." The chemistry course was added in 1959, with the additional cooperation of the American Chemical Society and four more corporations.

The experiences of Dr. White, now back at the University of California at Berkeley, and Dr. Baxter, who has moved to New York from the University of Florida for the duration of the chemistry course, figure prominently in the article.

Speaking of Dr. Baxter, it says: "Chemical reactions are sometimes subtle and undramatic. The TV camera's ability to make these visible through extreme closeups is one reason why Dr. Baxter actually prefers TV to classroom teaching. In addition, he feels that such demanding proximity helps to compel the students' attention in a way that would be impossible in a noisy classroom. Also, Dr. Baxter has found that he can cover in 30 minutes on TV what would take 50 minutes in a classroom."

Most of the 350 colleges cooperating with "Continental Classroom" offer the courses for three hours of credit each. Many combine the TV lectures with a class on-campus for follow-up discussion and laboratory experiments.

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NBC-New York, 12/16/59

NBC COLOR TELEVISION NEWS

December 16, 1959

CAST AND CREDITS FOR 'THE FORD SHOW' VERSION OF 'H.M.S. PINAFORE,'
NBC-TV NETWORK COLORCAST THURSDAY, JAN. 14 (9:30-10 P.M. EST)

STARRING:	Tennessee Ernie Ford
BASED ON ORIGINAL OPERETTA BY:	Sir William S. Gilbert and Sir Arthur Sullivan
DIRECTOR:	Selwin Touber
WRITERS:	Howard Leeds and Norman Paul
MUSICAL DIRECTOR:	Harry Geller
CHOREOGRAPHY:	Ward Ellis
ART DIRECTOR:	Edward Stephenson
COSTUMES:	Ret Turner
EXECUTIVE PRODUCER:	Cliffie Stone
PRODUCTION:	A Betford Production in association with the NBC-TV Network
SPONSOR:	The Ford Division of the Ford Motor Company
AGENCY:	J. Walter Thompson Company
ORIGINATION:	Live from NBC-TV color studios in Burbank, Calif.
NBC PRESS REPRESENTATIVES:	Jane Westover (Hollywood); Leonard Meyers (New York)

(more)

THE CAST

THE RT. HON. SIR JOSEPH PORTER, K. C. B.....Tennessee Ernie Ford
CAPTAIN CORCORAN.....Richard Wessler
RALPH RACKSTRAW.....Chet Fisher
DICK DEADEYE.....Ken Harp
BILL BOB-STAY.....Howard Chitjian
BOB BECKETT.....Don Kent
JOSEPHINE.....Donna Cooke
PHEBE.....Joanne Burban
LITTLE BUTTERCUP.....Susan Lovell
ONE OF THE FIRST LORD'S SISTERS.....Kathryn Steele

The overture which precedes the opening chorus, "We Sail the Ocean Blue" is a potpourri of tunes from the operetta. Musical director Harry Geller will conduct the orchestra.

SONGS IN ACT I

1. Overture
2. "We Sail the Ocean Blue" (all men)
3. "Buttercup - Buttercup" (Buttercup)
4. "I Am the Captain of the Pinafore" (Capt. Corcoran)
5. "British Tar" (Ralph plus Boatswain and Carpenter's Mate)
6. "Sorry Her Lot" (Josephine)
7. "Monarch of the Sea" (Admiral Porter)
8. "When I Was a Lad" (Admiral Porter)
9. "Forbear" and Finale (Deadeye Dick, Ralph, Josephine and Company)

(more)

SONGS IN ACT 2

10. "Why and Wherefore" (Sir Joseph, Captain and Josephine)
11. "Carefully on Tiptoe" (Company)
12. "The Cat" (Captain, Dick Deadeye and Chorus)

Finale (Entire Company)

THE STORY

Ralph loves Josephine, daughter of Capt. Corcoran, the Pinafore's commanding officer. Little Buttercup, peddler-woman, loves the Captain. But class pride bars the path of true love. Josephine and Ralph plan an elopement. Sailor Dick Deadeye tells the Captain, who intercepts the lovers. Little Buttercup hints of a dark secret when Sir Joseph comes aboard to examine the ship. She confesses she brought up Ralph and the Captain, inadvertently mixing them when they were babies. Ralph should be the Captain, and the Captain should be Ralph. The sudden switch in social status permits Josephine to marry Ralph and the Captain to marry Buttercup. Sir Joseph resigns himself to marrying his cousin, Phebe.

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NBC-New York, 12/16/59

December 16, 1959

A HAPPY 12TH BIRTHDAY AWAITS HOWDY DOODY

Marti Barris will make her debut on "The Howdy Doody Show" as Peppi Mint, a scullery maid who is discovered by Buffalo Bob in the Cinderella tradition and brought to Doodyville, on the series' 12th birthday program Saturday, Dec. 26 (NBC-TV Network colorcast, 10 a.m. EST). Miss Barris, a 21-year-old singer, was the first performer signed by NBC-TV under its talent discovery and development program and will appear on "Howdy Doody" regularly.

To celebrate his birthday, Howdy throws a party for all his friends, including Hazel and Sandra Witch. The Wizard of What plans to escort them to the party, but the impatient witches leave before he arrives. Instead, the Wizard finds their poor little maid, Peppi Mint, who was left behind and is sad. Feeling sorry for her, the Wizard transforms her into a beautifully gowned girl and whisks her to Howdy's party where she is an instant success.

Jealous, the witches leave abruptly and the Wizard has to hurry Peppi home before the witches get there. In her haste, Peppi loses a slipper. Buffalo Bob finds it and, with Clarabell the Clown, sets out to find Peppi by searching for the girl whose foot the slipper fits. They finally discover Peppi and take her away from the wicked witches to live in Doodyville.

(more)

This program will be the 2,304th in "The Howdy Doody Show's" series. Starring Howdy Doody and Buffalo Bob Smith, the program started on Dec. 27, 1947 with Smith, Howdy, Clarabell and a puppeteer as the only regular members of the cast; producer Roger Muir, who still produces the series, and his staff; and the famous still-continuing Peanut Gallery. Today, the cast has been considerably expanded and includes Lew Anderson (Clarabell); Bob Nicholson (Cornelius Cobb), Bill LeCornec (Chief Thunderthud), Rufus Rose, chief puppeteer, and pretty Marti Barris, the newest member of the cast.

In its long career on NBC-TV, the program also has scored many TV "firsts." It was the first children's show on NBC-TV; the first scheduled show to open the New York-Chicago network (February, 1949); the first show to use a split screen between cities (June, 1949); the first regular network show to be televised in color (when it presented a special colorcast in June, 1953), and the first Monday-through-Friday network series to be presented regularly in color (September, 1955 to June, 1956).

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NBC-New York, 12/16/59

JACK TRACY
ROOM 320

TRADE NEWS

2-X-H

December 17, 1959

GEORGE D. MATSON IS PROMOTED TO NEWLY CREATED POSITION
OF VICE PRESIDENT, GENERAL MANAGER, NBC-TV NETWORK

- - -

John J. Heywood Is Appointed Director
Of Business Affairs, TV Network

The promotion of George D. Matson to the newly created position of Vice President, General Manager, NBC Television Network, effective Jan. 1, 1960, was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

One of the most experienced financial executives in broadcasting, Mr. Matson has been Vice President and Treasurer of the National Broadcasting Company since January, 1958.

In his new position, Mr. Scott said, Mr. Matson will be responsible for business control of Television Network activities, for forward planning, and for coordination between the various Television Network departments, and between the Television Network and other operating divisions and staff departments of the company.

"We are fortunate to have an executive with Mr. Matson's experience within our company to take over this key new position," Mr. Scott said. "Television's phenomenal growth in the last decade has brought increasingly complex business patterns and problems. In

(more)

Mr. Matson, we have a man with unique talents to deal with these complexities and chart the future business growth of the network."

Mr. Scott also announced the appointment of John J. Heywood, currently Director of Pricing and Planning, as Director of Business Affairs, Television Network, also effective Jan. 1.

Reporting to Mr. Matson in his new position will be Jerry Danzig, Vice President, Participating Programs, and Mr. Heywood. Mr. Matson will report to Mr. Scott.

Mr. Matson joined NBC on Feb. 1, 1952, as operations analyst. He was appointed assistant treasurer on June 8, 1953, and Controller on Oct. 23, 1953, before his selection as Vice President and Treasurer.

Born in South Dakota, Mr. Matson was graduated from the University of Wisconsin in 1940, when he joined Arthur Anderson & Co. -- one of the leading public accounting firms in the country -- as a junior accountant. He left the firm to join NBC, after rising to the position of manager for audit engagements and other special projects for a number of large companies.

Mr. Matson enlisted in the Navy in February, 1942, and after serving four years was discharged with the rank of lieutenant in the Supply Corps. He is a member of the Controller Institute of America, the American Institute of Certified Public Accountants, and the American Management Association.

He lives with his wife and two sons in Glen Ridge, N. J.

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NBC-New York, 12/17/59

NBC NEWS RECEIVING ENTRIES FOR THIRD ANNUAL

EARL GODWIN MEMORIAL AWARD

NBC News is now receiving entries for the third annual Earl Godwin Memorial Award, which includes a six-month assignment overseas as an NBC News correspondent. Entries will close on Jan. 15.

The award is presented annually to the newsman at an NBC affiliated station who, in the opinion of the judges, demonstrates the greatest degree of initiative, enterprise, judgment and professionalism in covering a news or feature story for the NBC Radio Network.

The award was established in memory of Earl Godwin, who died in September, 1956 at the age of 75. Godwin had broadcast news from NBC, Washington, for more than two decades.

Previous winners of the award are William E. Leeds of stations WDAF and WDAF-TV of Kansas City, Mo., and William F. Balthaser of station WDEL, Wilmington, Del.

Entries for the award should be sent to Sam Sharkey, Editor, NBC News, 30 Rockefeller Plaza, New York, N. Y.

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NBC-New York, 12/17/59

HOLIDAY NEWS FROM NBC

December 17, 1959

'THE NIGHT OF CHRISTMAS'

Eddie Albert Will Be Host of Special Colorcast with Kathryn Grayson, Jonathan Winters, Jeannie Carson, Dean Jones, Norman Luboff Choir

Eddie Albert will be host to Kathryn Grayson, Jonathan Winters, Jeannie Carson, Dean Jones and the Norman Luboff Choir on "The Night of Christmas" full-hour colorcast on the NBC-TV Network Friday, Dec. 25 (8:30-9:30 p.m. EST). Additional stars will be announced.

According to producer Perry Cross, "The program will be comprised of light musical and comical entertainment based on the idea of Christmas as it is seen through the eyes of various people. It will be a fond look at Yuletide, 1959, and an attempt to point out the true significance of the day."

Axel Stordahl and his orchestra will provide the music for "The Night of Christmas," which will originate from NBC color city, Burbank, Calif.

The colorcast will be directed by Dean Whitmore and written by Shelley Keller and Marty Ragaway.

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December 17, 1959

BOB HOPE TO ENTERTAIN SERVICEMEN IN ALASKA AT CHRISTMASTIME

- - -

Stellar Roster of Performers to Accompany Him on 8th Yule Tour, During Which Jan. 13 'Buick Show' Will Be Filmed

Bob Hope will entertain U. S. servicemen in Alaska over the Christmas holidays, marking the comedian's eighth annual Yuletide tour of American bases.

Hope will leave from Los Angeles' Lockheed Airport, Sunday, Dec. 20 (at 8:30 a.m. PST) and return to the same field on Monday, Dec. 28.

Joining Hope for the eight-day trip to six military bases in different parts of the 49th state are top Hollywood performers including Frances Langford, Jerry Colonna, Steve McQueen, Neile Adams and Skinnay Ennis and his orchestra.

At one stopover, the troupe will be performing at a base just 48 miles from the Siberian frontier. At another base, the group will be near an Alaskan town called Point Hope.

In addition to bringing Christmas cheer to GIs away from home, the star will film his next "Bob Hope Buick Show," scheduled for Wednesday, Jan. 13 (9-10 p.m. EST) on the NBC-TV Network. The show will preempt "Perry Como's Kraft Music Hall" colorcast that night.

The Defense Department requested that Hope go to our next-to-newest state in the Far North, where there is a definite need for troop entertainment. The comedian's last Alaskan visit was at Christmas,

(more)

1956. Prior to that time he had done holiday shows for the American airlift troops in Berlin, and in other years has gone to Greenland, Iceland and Labrador, as well as Pacific bases.

In 1957, he went to the Far East, and last Winter entertained UN troops in North Africa and Europe.

The junket also marks a 21-year anniversary and a reunion for Bob Hope, Frances Langford, Jerry Colonna and Skinnay Ennis, who were all members of Hope's NBC Radio show in 1938.

Steve McQueen is an actor best known for his characterization of Josh Randall in the TV series, "Wanted Dead or Alive." Neile Adams is a singer and dancer, and is Mrs. Steve McQueen in private life.

Military installations in Alaska that Hope will visit are Elmendorf Air Force Base, King Salmon Air Force Base, Kodiak Naval Base, Ladd Air Force Base, Eielson Air Force Base and Fort Richardson.

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NBC-New York, 12/17/59

December 17, 1959

MORE NBC NEWS NOTES ON A PRESIDENTIAL JOURNEY

CAMERA-WISE

The vast and friendly crowds that have greeted President Eisenhower along his route speak well for the success of his mission, but they pose some special problems for television newsmen.

NBC News producer Chet Hagan says that the millions of Turks, Pakistanis, Indians, Iranians and Greeks who have crowded close for a glimpse of the President have made it difficult for cameramen to get a clear shot of Mr. Eisenhower and his hosts.

Hagan has high praise for NBC News cameramen who have surmounted these difficulties to send back some excellent footage of the trip. Only once, he says, has he had to throw out a piece of film because the crowds got in the way. The film was a man-in-the-street interview conducted by NBC News correspondent Cecil Brown in New Delhi. It showed Brown questioning a group of Indians that grew until it became a tremendous crowd that closed in on him, surrounded him and finally engulfed him completely.

"All we could see of Brown on the film was a single hand waving at the camera," Hagan says. "He looked like a drowning man going down for the third time."

* * *
(more)

TOUCHDOWN!

Hagan has spent some anxious moments awaiting film of the tour flown in by jet for his "Journey to Understanding" programs. One vital shipment covering the President's visit in New Dehli was due at Idlewild shortly before airtime and was scheduled to be telecast directly from a special NBC News studio set up in a TWA hangar.

With less than 15 minutes to go before the start of the program, Hagan called the Idlewild control tower and learned that the airport was nearly weathered in. He was told that the plane would try a landing but that it might be waved off and sent to Boston. Over the telephone line he could hear the pilot radioing his approach: "Wheels down...flaps down...touchdown."

"It was the best touchdown of the season," Hagan says.

* * *

PASSING THE TIME

NBC News correspondent Ray Scherer says that the pace of the tour is so fast that he and other newsmen traveling with the President are losing all sense of time. While writing a report on the press plane, he turned to NBC News correspondent Bill Henry and asked what the date was.

"The question started a lively debate among the 78 reporters aboard the plane," Scherer says. "We settled it by appealing to the navigator, who confirmed that it was Dec. 14."

* * *

When NBC Newsman Russ Tornabene was refused permission to charter a plane from New Delhi to Karachi, we went to higher authority. He called the Indian minister of aviation, who came to the phone from his bath and granted permission for the flight.

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NBC-New York, 12/17/59

Incident

[illegible]

"[illegible] Dr. Lee [illegible] "Tourist [illegible] [illegible] official [illegible] concerning the President's visit to [illegible] [illegible] [illegible]

JACK TRACY
ROOM 320

2-X-H

NBC COLOR TELEVISION NEWS

December 18, 1959

JANET BLAIR (IN TITLE ROLE) AND CORNEL WILDE TO HEADLINE 'AROUND THE WORLD WITH NELLIE BLY,' ORIGINAL MUSICAL ON 'THE CHEVY SHOW' COLORCAST OF SUNDAY, JAN. 3

Janet Blair stars in the title role and Cornel Wilde appears opposite her as special guest star in an original musical comedy, "Around the World with Nellie Bly," on "The Chevy Show" colorcast over the NBC-TV Network Sunday, Jan. 3 (9-10 p.m. EST).

The book for the show is based on the real-life story of Nellie Bly, the world's first "bigtime woman newspaper reporter" and top byline columnist on the New York World in the 1890s. Specifically, the storyline is based on the crowning stunt of Nellie's spectacular career -- her effort to circle the globe alone in less time than novelist Jules Verne set forth in the era's best-seller, "Around the World in Eighty Days."

Author of the teleplay, written especially for "The Chevy Show," is Sig Herzig, who wrote the Broadway version of the hit musical, "Bloomer Girl."

Cornel Wilde has been cast as reporter Steve Roberts, Nellie's chief rival on the World's chief competitor, the New York Sun.

The show marks the debut as a producer for Tony Charmoli, longtime choreographer on "The Dinah Shore Chevy Show." Barry Shear, youthful television veteran, will direct. The show will originate at NBC Color City, Burbank, Calif.

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December 18, 1959

'WORLD WIDE 60' CHOSEN AS TITLE OF NBC PUBLIC AFFAIRS SERIES OF FULL-HOUR SATURDAY TELECASTS IN PEAK EVENING VIEWING TIME

"World Wide 60" has been chosen as the title for the new regular weekly series of full-hour public affairs programs to be presented during peak evening viewing time on the NBC-TV Network, starting Saturday, Jan. 23 (9:30-10:30 p.m. EST).

The title was selected to indicate the broad scope of the series, which will deal with such varied subjects as alcoholism, Africa, astronauts, the Castro regime of Cuba, baseball, the drama of an Antarctic expedition, the East-West summit meeting, and the twists and turns of American architecture.

NBC News commentator Frank McGee will be host of "World Wide 60," which will draw on the staff of the network's world-wide news organization as well as its Public Affairs and Special Projects Departments.

Julian Goodman, NBC's Director of News and Public Affairs, will coordinate the series and will supervise some of the productions directly. Other programs will come under the supervision of Edward Stanley, Director of Public Affairs, and Don Hyatt, Director of Special Projects. Producers assigned to the series include Reuven Frank, George Heinemann, Chet Hagan and Lou Hazam.

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December 18, 1959

'EMPHASIS'

- - -

Chet Huntley, David Brinkley and Other NBC News Correspondents
To Comment on News-Making Events, Trends and Personalities
In New 40-Times-a Week Series on NBC Radio Network

"Emphasis," a new series featuring Chet Huntley, David Brinkley and other NBC News correspondents commenting on events, trends and personalities that make the news, will be presented 40 times each week on the NBC Radio Network, starting Monday, Jan. 4.

William R. McAndrew, Vice President, NBC News, announced that the "Emphasis" series would include eight daily five-minute programs Mondays through Fridays, starting at 9:05 a.m. EST and at five minutes after each hour thereafter through 4:05-4:10 p.m. EST. He said the programs would include comment, analysis and feature stories to provide listeners with background supplementing the "hard news" reported on the NBC Radio Network's 20 daily "News-on-the-Hour" broadcasts.

The 40 "Emphasis" programs will bring the number of NBC News broadcasts on NBC Radio to a total of 191 each week. These include 100 "News-on-the-Hour" programs, 34 news periods on "Monitor," five "News of the World" broadcasts, five "Three-Star Final" shows and seven "World News Roundup" programs.

(more)

"Emphasis" features now being considered for the first weeks of the program include David Brinkley commenting on the pamphlets that flood the desk of a Washington newsman, Robert McCormick on the chances of potential candidates for the Presidency, and Edwin Newman on Paris as an "armed camp."

Other programs in the planning stages include Morgan Beatty with stories of off-beat heroes, Alex Dreier on the meaning of laughter, and Irving R. Levine on the perils of living in a Rome apartment where the elevators carry tenants up but not down.

Wilson and Lee Hall will look at world figures and events from their perspective as a widely-traveled husband-and-wife team. They are not expected to agree completely on such subjects as Latin American revolutions, bull fights and the tourist trade in Cuba since the advent of the Castro regime.

For other programs, Joseph C. Harsch is examining the economic isolationism of Great Britain, Ray Scherer is looking into the problems involved in getting an appointment with President Eisenhower, and Pauline Frederick will draw on her knowledge of United Nations issues and personalities, including Aly Khan as a playboy turned diplomat.

"Emphasis" will be produced by Jerry Jacobs under supervision of Joseph O. Meyers, Director of NBC News, and Rex Goad, Manager of NBC News. The starting schedule for the series is as follows:

9:05 a.m. -- "Emphasis -- Washington" with David Brinkley on Mondays, Wednesdays and Fridays.

"Emphasis -- White House" with Ray Scherer on Tuesdays and Thursdays.

(more)

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10:05 a.m. -- "Emphasis -- Ledger of Life" with Morgan Beatty Mondays through Fridays.

11:05 a.m. -- "Emphasis -- United Nations" with Pauline Frederick Mondays through Fridays.

12:05 p.m. -- "Emphasis -- The World" with NBC News correspondents Joseph C. Harsch (London) Mondays, Edwin Newman (Paris) Tuesdays, Irving R. Levine (Rome) Wednesdays, Cecil Brown (Tokyo) Thursdays, John Chancellor (London) Fridays.

1:05 p.m. -- "Emphasis -- USA" with Robert McCormick Mondays through Fridays.

2:05 p.m. -- "Emphasis -- People" with Alex Dreier Mondays through Fridays.

3:05 p.m. -- "Emphasis -- World Beat" with Wilson and Lee Hall Mondays through Fridays.

4:05 p.m. -- "Emphasis -- Comment" with Chet Huntley Mondays through Fridays.

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NBC-New York, 12/18/59

CAST, CREDITS AND MUSIC LISTING FOR 'FORD STARTIME' COLORCAST OF 'MEET CYD CHARISSE' ON NBC-TV NETWORK TUESDAY, DEC. 29

PROGRAM:	"Meet Cyd Charisse" on "Ford Startime"
TIME:	NBC-TV Network colorcast Tuesday, Dec. 29 (9:30-10:30 p.m. EST)
STARRING:	Cyd Charisse
GUEST STARS:	Eve Arden, James Mitchell and Tony Martin
FEATURING:	A company of 20 dancers
PRODUCED AND DIRECTED BY:	Jack Donahue
WRITTEN BY:	Irwin Graham
CHOREOGRAPHY BY:	Eugene Loring
MUSIC BY:	Camarata
MISS CHARISSE'S WARDROBE BY:	Helen Rose and Moss Mayberry
COSTUMES BY:	Bob Campbell
TECHNICAL DIRECTOR:	Clair McCoy
LIGHTING:	Jim Kilgore
AUDIO:	Howard Colley
ART DIRECTOR:	Spencer Davies
UNIT MANAGER:	George Habib
VIDEO:	Ray Olsen
ASSOCIATE DIRECTOR:	Jules Seidman
DANCE ASSISTANT TO MISS CHARISSE:	Jeanne Coyne
ASSISTANT TO THE CHOREOGRAPHER:	Bruce Hoy
PRODUCTION BY:	Cydmar Productions, in association with Hubbell Robinson Productions, Inc.
ORIGINATION:	NBC Color Studios, Burbank Calif.

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SPONSOR: The Ford Motor Company

AGENCY: J. Walter Thompson Company

NBC PRESS REPRESENTATIVES: Bill Fague, Hollywood; Charlie Gregg, New York

* * *

MUSIC LISTING

1. Opening -- "Come Away With Me" by Cyd Charisse with guest stars Eve Arden, Tony Martin and James Mitchell.
2. "The Cocktail Party" -- Eve Arden, Cyd Charisse, James Mitchell and the dancers in a romantic dance story to a musical setting of Gershwin's "Love Walked In."
3. "Tres Chic" -- Tony Martin sings and dances with Dana Lorenson and Diane Frederick.
4. "Baubles, Bangles and Beads" -- Cyd Charisse and Eve Arden romp through a song-and-dance sketch which has two settings, at Tiffany's jewelry store and at a "Five-and-Ten-Cent Store."
5. "For the Very First Time" -- Tony Martin sings and dances with Cyd Charisse.
6. "Hong Kong Ballet" -- A dramatic dance sequence set on the Hong Kong waterfront and involving an ill-fated romance between an Oriental entertainer (Miss Charisse) and a thief (Mitchell).

(more)

SPONSOR: The Ford Motor Company

AGENCY: J. Walter Thompson Company

NBC PRESS REPRESENTATIVES: Bill Fague, Hollywood; Charlie Gregg, New York

* * *

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6. "Hong Kong Ballet" -- A dramatic dance sequence set on the Hong Kong waterfront and involving an ill-fated romance between an Oriental entertainer (Miss Charisse) and a thief (Mitchell).

(more)

7. "Coffee House Sketch" -- Eve Arden, as a suburban matron, wanders into a beatnik coffee house by mistake and is caught up in a frenetic rock 'n' roll dance with Ray Kellogg.
8. "Arrivederci Roma" -- Tony Martin sings.
9. "Tropical Rhythms" -- Cyd Charisse and the dancers.
10. "The Last Dance" -- Cyd Charisse and the entire cast.

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NBC-New York, 12/18/59

3 - Credits for 'Make Cyd Charisse'

7. "Coffee Dance Station" -- Eve Arden, as a substitute waitress, winderes into a Mexican coffee house by mistake and is caught up in a romantic song and dance with Ray Heatherton.
8. "Partyvadeel Room" -- Very Merely Mirge.
9. 'Tropical Rhythm' -- Cyd Charisse and the Kanaka.
10. "The Lark Dance" -- Cyd Charisse and the street band.

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MGM-New York, 12/1/50

JACK TRACY
ROOM 320

2-X-H NBC TELEVISION NETWORK NEWS

December 21, 1959

PERRY COMO AND BING CROSBY TO PERFORM TOGETHER
ON TELEVISION FOR FIRST TIME

- - -

Stars to Exchange Visits Feb. 29 and March 16;
Bing's Sons to Appear on Both Shows

Perry Como and Bing Crosby, for the first time, will perform together on television when they exchange visits Feb. 29 and March 16.

Como will go to Hollywood during the week of Jan. 11 for the taping of the Crosby show, which will be telecast over the ABC-TV Network Monday, Feb. 29 (8:30-9:30 p.m. EST).

Crosby will come to New York for his live performance on the NBC-TV Network colorcast of "Perry Como's Kraft Music Hall" Wednesday, March 16 (9-10 p.m. EST).

Bing's boys will be guests on both shows. George Rosenberg, manager of the boys, says that if Gary's throat ailment is cured before the January taping, he will rejoin his brothers -- Philip, Lindsay and Dennis -- for the two telecasts.

The friendship of Perry and Bing dates back to the early 1940s when they appeared on-stage at a benefit in Chicago. During his performance, Perry told the audience that all the pop singers of

(more)

that period, including himself, owed their success to Crosby. Bing came out from the wings, kissed Perry on the cheek and told the audience that this was the first time anyone had given him credit publicly for anything. It was the beginning of a long and strong friendship.

Como's first colorcast for the "Kraft Music Hall" this year included a warm tribute to Crosby, who had headed the "KMH" radio series for 11 years.

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NBC-New York, 12/21/59

'JOURNEY TO UNDERSTANDING--VOL II'

Report Seven to include Eisenhower's Return to Washington And Report Eight Will Give an Appraisal of His Mission

President Eisenhower's return from his 22,000-mile goodwill trip abroad will be covered live on the NBC-TV Network's "Journey to Understanding -- Volume II" Tuesday, Dec. 22 (10:30-11 p.m. EST).

The President's arrival at Andrews Air Force Base, scheduled for about 10:50 p.m. (EST), and his remarks before starting the drive into Washington will be presented as part of Report Seven in the second "Journey to Understanding" series of NBC News.

His arrival at the White House, scheduled for about 11:20 p.m. (EST), will be covered live in an interruption of the "Jack Paar Show." The President is expected to be greeted by a crowd of well-wishers in Lafayette Park across the street from the White House.

The "Journey to Understanding" program will also deal with the President's participation in the Western summit meeting in Paris and his visits to Spain and Morocco before returning to Washington.

The series will be completed with Report Eight -- "Projection 60" -- Sunday, Dec. 27 (8-9 p.m. EST). In this program, 11 NBC News correspondents will appraise the Presidential mission and discuss its immediate and long-range consequences.

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NBC-New York, 12/21/59

December 21, 1959

'SUNDAY SHOWCASE'

GLORIA SWANSON, RICARDO CORTEZ AND MARION DAVIES TO APPEAR ON "REXALL TV SPECIAL" OF "HEDDA HOPPER'S HOLLYWOOD"

Gloria Swanson, Ricardo Cortez and Marion Davies will be among the guests assisting columnist Hedda Hopper in relating the rise of the motion picture industry in the Sunday, Jan. 10, "Rexall TV Special" titled "Hedda Hopper's Hollywood" (NBC-TV Network, 8-9 p.m. EST).

Although a Hollywood veteran, Miss Swanson even today is noted for her attractive face and figure. Her most recent film assignment was in the leading role "Sunset Boulevard."

Cortez, who was Greta Garbo's first leading man, recently played a featured role in the film "The Last Hurrah" with Spencer Tracy.

Miss Davies, who has not appeared in pictures recently, will be shown at her Hollywood home, one of the showplaces of the film capital.

"Hedda Hopper's Hollywood" will be produced by Al Levy for Talent Associates, in assocation with the NBC-TV Network.

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NBC COLOR TELEVISION NEWS

December 21, 1959

'SUNDAY SHOWCASE' COLORCAST JAN. 17

- - -

Larry Blyden and Mary Fickett to Star in 'One Loud Clear Voice,' Drama of Political Reformer Who Becomes Boss

Larry Blyden and Mary Fickett have been signed to star in "One Loud Clear Voice" -- an original drama of an ardent young political reformer whom success turns into a machine boss -- the "Sunday Showcase" colorcast for Sunday, Jan. 17 on the NBC-TV Network (8-9 p.m. EST), Robert Alan Aurthur, executive producer, announced today. (NOTE: This drama was originally titled "The Boss.")

Blyden won rave notices in a two-part "Sunday Showcase" dramatization of Budd Schulberg's "What Makes Sammy Run?" last Fall. He performed recently on Broadway in the musical, "Flower Drum Song." Miss Fickett was last seen on Broadway in "Sunrise at Campobello."

Roger Hirson wrote "One Loud Clear Voice." The director is William A. Graham, who also directed the "Sunday Showcase" production of "The Indestructible Mr. Gore."

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NBC-TV NETWORK PROGRAM

CONVERSATION WITH NORMAN THOMAS TO BE FILMED FOR 'WISDOM' SERIES

A conversation with Norman Thomas, six-time Socialist Party candidate for the Presidency who recently marked his 75th birthday, will be filmed this week by the NBC-TV Network's "Wisdom" series. Steven Siteman, writer, editor and long-time friend of Thomas, will speak with him in the half-hour film, which will be made in New York.

James Nelson produces "Wisdom" for NBC Special Projects. Robert Sharpe will direct the Thomas film.

Play dates will be announced later for this and other newly-made "Wisdom" programs. Subjects recently filmed but yet to be telecast are William Ernest Hocking, philosopher; Dr. Paul Dudley White, physician; Howard Lindsay, playwright, producer, and actor; Earl Attlee, former British Prime Minister, and David Lowe, Britain's leading political cartoonist. Others are now being planned.

"Wisdom" is the present title of the series that NBC launched in May, 1952, as "Conversations with Elder Wise Men."

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NBC-New York, 12/21/59

NBC COLOR TELEVISION NEWS

December 21, 1959

TOM POSTON TO BE N.Y. 'PRESENTER' OF LOOK TV AWARDS DURING 'STEVE ALLEN PLYMOUTH SHOW' OF DEC. 28

Tom Poston, who for several seasons was one of Steve Allen's "men on the street" (he was the one who always forgot his name), will serve as a "presenter" for New York winners of the Look TV Awards, on the Monday, Dec. 28 colorcast of "The Steve Allen Plymouth Show" (NBC-TV Network colorcast, 10 to 11 p.m. EST).

Poston was the only "man on the street" who remained in New York when Steve moved the show to the West Coast for the 1959-60 season. Since then, he has been starring in the Broadway comedy "The Golden Fleecing." Steve will present the awards to the West Coast winners.

The winners are listed in the Jan. 5 issue of "Look" currently on newsstands.

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NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Dec. 27 - Jan. 2 (All Times EST)

Sunday, Dec. 27

9-10 p.m. -- "The Chevy Show" co-starring Craig Stevens and Gene Barry with guests Sally Ann Howes, the Mary Kaye Trio, Gino Donati and special guest Gisele MacKenzie.

Monday through Thursday, Dec. 28-Dec. 31

11-11:30 a.m. -- "The Price Is Right" with Bill Cullen as emcee.

12:30-1 p.m. -- "It Could Be You" with Bill Leyden as emcee.

Monday, Dec. 28

10-11 p.m. -- "The Steve Allen Plymouth Show" - The Look Television Awards will be presented on tonight's program.

Tuesday, Dec. 29

9-9:30 p.m. -- "The Arthur Murray Party" - guests are Tom Poston, Helen Gallagher, Kim Hunter, Lew Parker and Betty Kean.

9:30-10:30 p.m. -- "Ford Startime" presents "Meet Cyd Charisse," starring dancer-actress Cyd Charisse with guests Tony Martin, Eve Arden and dancer James Mitchell.

Wednesday, Dec. 30

8:30-9 p.m. -- "The Price Is Right" - with Bill Cullen as emcee.

9-10 p.m. -- "Perry Como's Kraft Music Hall" - Perry's guests are Maureen O'Hara, Imogene Coca and the Jonah Jones Quartet. The Dancing Waters, a fountain display, is a feature of tonight's program.

(more)

Thursday, Dec. 31

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford, with tonight's guest Charles Laughton.

Friday, Jan. 1

11-11:30 a.m. -- "The Price Is Right"

11:30 a.m.-1:45 p.m. -- The 71st Annual Tournament of Roses Parade in Pasadena, Calif.

1:45 p.m. to conclusion -- The 26th Annual Sugar Bowl football game - Louisiana State vs. Mississippi at New Orleans, La.

8:30-9:30 p.m. -- "The Bell Telephone Hour" - tonight starring Louis Armstrong, Shirley Jones, Jack Cassidy, Jane Froman, Grant Johannessen, Gene Nelson, Taina Elg, Allegra Kent and Jacques D'Amboise. Dave Garroway is tonight's host. Donald Voorhees conducts the Bell Telephone Orchestra.

Saturday, Jan. 2

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

2:30 p.m. to conclusion -- NBC-NBA professional basketball game - New York Knickerbockers vs. Cincinnati Royals.

7:30-8:30 p.m. -- "Bonanza" - tonight, "El Toro Grande."

* * *

CORRECTION, PLEASE:

In the NBC-TV Network Colorcast Schedule for January.

Wednesday, Jan. 13

9-10 p.m. -- Kill: "Perry Como's Kraft Music Hall." "The Bob Hope Buick Show" will be telecast -- in black and white only -- in this time period tonight.

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NBC-New York, 12/21/59

[illegible] DEC-17, Power Distrect. [illegible]

Thursday, Dec. 21

7:30-10 p.m. -- "The Good Guys" [illegible] [illegible]

[illegible] tertainment quest [illegible] [illegible].

Friday, Jan. 1

11:11:30 a.m. -- "The Price Is Right"

[illegible] p.m.-1:00 p.m. -- "The Tim Moore [illegible]

in Broadway [illegible].

1:15 p.m. [illegible] -- [illegible]

[illegible] -- [illegible]

[illegible]:30 p.m. -- "The [illegible] Show" -- [illegible]

[illegible]

[illegible]

[

JACK TRACY
ROOM 320

THE NATIONAL BROADCASTING COMPANY
ockefeller Plaza, New York 20, N. Y.

December 22, 1959

SYDNEY H. EIGES NAMED VICE PRESIDENT, PUBLIC INFORMATION,
AND LESTER BERNSTEIN, DIRECTOR, CORPORATE AFFAIRS,
IN NATIONAL BROADCASTING COMPANY PROMOTIONS

- - -

Ellis Moore Named Director, Press and Publicity

Sydney H. Eiges, Vice President, Press and Publicity of the National Broadcasting Company, has been promoted to the newly created position of Vice President, Public Information, it was announced today by Robert E. Kintner, President of NBC.

At the same time, Mr. Kintner announced the promotion of Lester Bernstein, Director of Information, to the newly created position of Director, Corporate Affairs. Both promotions are effective January 8, 1960.

In his new position, Mr. Eiges will have supervision over the National Advertising, Promotional Services and Press and Publicity Departments. Mr. Eiges will be succeeded as head of all NBC press and publicity activities by Ellis O. Moore, who has served as Director of the New York Press Department since September, 1954. Mr. Moore's new title will be Director, Press and Publicity.

John H. Porter, Director, National Advertising, and Alexander S. Rylander, Director, Promotional Services, will both report to Mr. Eiges, together with Mr. Moore.

In his new capacity as Director of Corporate Affairs, Mr. Bernstein will be responsible for the preparation and development

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[illegible]

[illegible]

[illegible]

of corporate policy material at the direction of NBC management. Both Mr. Bernstein and Mr. Eiges will report to David C. Adams, Senior Executive Vice President.

In announcing the appointments, Mr. Kintner said the grouping of NBC's principal program and institutional promotional activities under Mr. Eiges and Mr. Bernstein would preserve the unified promotional structure which was fashioned in 1954 under Kenneth W. Bilby, who was recently appointed Vice President, Public Affairs, of the Radio Corporation of America.

* * *

Mr. Eiges joined the National Broadcasting Company June 30, 1941, as a writer in the Press Department following a career of 11 years as a reporter, bureau manager and editor with International News Service. He was named manager of the Press Department January 3, 1945, and was elected a Vice President October 3, 1947.

He was born in New Kensington, Pa., May 15, 1909, and is a graduate of the University of Pittsburgh. He is a member of the Board of Directors of the New York Chapter of the Public Relations Society of America. He and Mrs. Eiges have a daughter and son and live in Eastchester, N. Y.

* * *

Mr. Bernstein, 39, is a native New Yorker and a graduate of Columbia College. Except for service with the U. S. Army in Europe during World War II, he worked for the New York Times from 1937 to 1948, first as Columbia campus correspondent and then as a staff reporter. He was a member of the Times' Drama Department when he left to join the staff of Time Magazine.

(more)

At Time, he served as a foreign correspondent in Rome and London and a writer and editor in a variety of sections, including Cinema, Press and Television. He left Time in July, 1958, to join the National Broadcasting Company as Director of Information. Mr. Bernstein lives with his wife and four children in Whitestone, N. Y.

* * *

Mr. Moore joined NBC Press as a staff writer in October, 1952, and was named manager, business publicity, in July, 1953. Before joining NBC, he was a newspaper reporter on the Pine Bluff, Ark., Commercial, and The Commercial Appeal, Memphis, Tenn., where he won a National Headliners Award for the best series of newspaper feature stories in 1949.

Born in New York City, he attended Washington and Lee University before World War II service with the 96th Infantry Division in the Philippines and on Okinawa. He is 35, and lives with his wife and five children in Pelham Manor, N. Y.

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NBC-New York, 12/22/59

NBC TRADE NEWS

December 22, 1959

NBC TO CONDUCT FIRST IN SERIES OF SCREEN TESTS TO DISCOVER NEW, YOUNG TELEVISION TALENT

The first in a series of screen tests to discover new, young television talent will be instituted by the National Broadcasting Company on Dec. 29, it was announced today by David Levy, NBC Vice President, Programs and Talent.

The screen tests, rare in the television industry, will be conducted in the network's Radio City studios -- via kinescope recording -- under the supervision of David Tebet, NBC Director of Talent Relations. They will be produced and directed by Frank Telford and Preston Wood of the network's talent development group.

Five talented performers have been chosen as the most promising of the scores of young, new actors and actresses already auditioned by the talent development department. All East Coast players, they are: Joe Hoover, Christian Flanders, Chuck Bruce, Herb Evers and Hank Madden. Although they have not appeared in major stage productions, all have performed in off-Broadway and Summer stock presentations.

The tests, when completed, will be viewed by NBC-TV program executives to determine the use of the performers in new pilot properties being developed for the network's 1960-61 program schedule.

(more)

2 - Talent Plan

The talent discovery and development plan was announced by NBC in August of this year. Two auditions per week have been conducted since Oct. 1 by Richard Kelly, Manager of Casting, and Edith Hamlin, Assistant Supervisor of Casting. This activity -- the search for stars in NBC-produced pilot films -- is one of four announced by the network in the search for promising new talent.

As previously announced, the talent discovery program is also conducting auditions to discover:

Emcees and hosts for daytime programs.

Singers, comedians and specialty acts for variety shows.

Dramatic actors for NBC-produced live shows.

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NBC-New York, 12/22/59

December 22, 1959

NBC PROGRAMS HONORED WITH LOOK TELEVISION AWARDS

"Huntley-Brinkley Report," "Bell Telephone Hour," "World Series" And "An Evening with Fred Astaire" (Repeat) Will Receive Magazine's Salutes on Steve Allen Colorcast Dec. 28

"The Huntley-Brinkley Report," NBC-TV Network's Monday through Friday weekly 15-minute evening news series will be the recipient of the Look Television Award for "Best Public Affairs Show," which will be presented on "The Steve Allen Plymouth Show" colorcast of Monday, Dec. 28, on the NBC-TV Network (10 to 11 p.m. EST). The Look Award to the NBC News show is the latest in a series of honors to Chet Huntley and David Brinkley, who head the series originating in New York and Washington.

Other NBC-TV programs to be honored by Look Magazine, and which will receive their awards on the Steve Allen colorcast, are the "Bell Telephone Hour," "The World Series" and "An Evening with Fred Astaire" (repeat).

Steve Allen will present the awards to West Coast winners and Tom Poston will serve as master of ceremonies for New York award winners.

"The Huntley-Brinkley Report" was commended for making the "most significant contribution to public understanding of important issues."

(more)

The "Bell Telephone Hour," winner of the award for the "Best Musical Series" (popular or classical) was commended for showing "the brilliance that television can attain when producers approach their task with courage and imagination."

"An Evening with Fred Astairs" (repeat colorcast), winner in the "Best Musical Show" category for its "superiority in production and direction," is the first program honored by Look Magazine -- in 10 years of the awards -- when presented in a repeat telecast.

For "the most informative sports analysis or effective on-the-spot coverage," NBC-TV's "World Series" will be presented the award for "Best Sports Show or Series."

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NBC-New York, 12/22/59

EISENHOWER'S ARRIVAL AT AIR BASE IN SPAIN IS COVERED BY SWIFT, COMPLEX TV OPERATION

President Eisenhower's arrival at the Torrejon Air Base in Spain yesterday (Monday, Dec. 21) set off the most complex TV operation of his tour.

The coverage of the President and Generalissimo Franco involved a plane flight over the Pyrenees and the cooperation of the networks of Spain, France, Great Britain, Eurovision and Canada before it was telecast on the NBC-TV Network at 11 p.m. EST (Dec. 21).

The President's arrival was televised at the airport and transmitted on the Spanish network as far as Barcelona. Since there is no direct hookup between Spain and France, it was kinescoped at Barcelona and flown to Marseilles. There the kinescope was telecast on the French network and carried on Eurovision lines to London. Then it was kinescoped again and sent by the British Broadcasting Corporation to Montreal on the trans-Atlantic cable film system. In Montreal, the Canadian Broadcasting Corporation received the transmission and fed it to NBC News, New York, where it was recorded on video tape for telecast at 11 p.m. EST.

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NBC-New York, 12/22/59

December 22, 1959

PREMIERE OF NEW PUBLIC AFFAIRS SERIES IN PRIME EVENING TIME

"CASTRO'S YEAR OF POWER"

Penetrating Study and Appraisal of Cuba under Fidel Castro Will Be Presented on 'World Wide 60' Saturday, Jan. 23

"Castro's Year of Power," a penetrating study and appraisal of Cuba under the regime of Fidel Castro, will be presented on the NBC-TV Network Saturday, Jan. 23, as the opening program of "World Wide 60," the new regular weekly series of full-hour public affairs programs during peak evening viewing time (9:30-10:30 p.m. EST).

NBC News correspondent Frank McGee, host of the series, and NBC News correspondents Wilson and Lee Hall, who have been covering the Caribbean area since last May, will operate as a reporting team in examining all phases of Cuban life since Castro became Premier on Jan. 1, 1959. Working with them, a four-man camera crew will range the entire island of Cuba to film this detailed study.

"Castro's Year of Power" will be produced by Chet Hagan and directed by Robert Priaulx. Its musical score will be composed and played by guitarist Mundell Lowe, who will base the "mood music" on Cuban themes.

(more)

The program has been in the planning stage for more than six months and has been developed in detail since Dec. 1. The camera crew began preliminary shooting Dec. 15. Heading it is Thomas Priestley, who last year was chosen News Film Cameraman of the Year by the National Press Photographers Association.

McGee, Hagan and Priaulx will arrive in Havana Jan. 3. Marian Eiskamp, associate in production, will accompany them, making a total of 10 persons who will be working in Cuba on this assignment.

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NBC-New York, 12/22/59

Attention, Sports Editors

HUSKIES VS. BADGERS IN ROSE BOWL

Washington-Wisconsin Quarterback Duel Looms in Jan. 1 Contest On NBC-TV and Radio Networks

Wisconsin gets a chance to erase a blemish on the Badger hide when the Big Ten Conference champion battles a Washington team that finished in a three-way tie at the West Coast's new Big Five circuit, in the 46th annual Rose Bowl Game at Pasadena, Calif., Friday, Jan. 1, to be covered by the NBC-TV and NBC Radio Networks.

Air time on TV and radio will be 4:45 p.m. EST, with the kickoff following 15 minutes later. Mel Allen and Lee Giroux will be the television gridcasters, and Chick Hearn and Braven Dyer the radio announcers. NBC is presenting TV and radio coverage of football's oldest bowl classic for the ninth consecutive year, and Allen and Dyer are reporting for the ninth straight time.

Gillette Safety Razor Company has sponsored the dual coverage all nine years as a feature of its "Gillette Cavalcade of Sports" series.

The only Big Ten defeat in the 13 years the conference has been supplying one of the Rose Bowl opponents was Wisconsin's 7-0 loss to Southern California in 1953. That was the Badgers' only previous visit to Pasadena. This will be Washington's fifth appearance.

The game looms as a duel between star quarterbacks. Both Washington's Bob Schloredt and Wisconsin's Dale Hackbart received All-America mentions, as did the tackle Dan Lanphear of the Badgers. Wisconsin, coached by Milt Bruhn, registered a 7-2 record and was ranked sixth in the nation in post-season polls. Coach Jim Owens'

(more)

Attention, Sports Editors

MUSCLE VS. LABORED IN ROSE BOWL

Washington-Wisconsin Quarterdeck Bowl Looms in Jan. 1 Contest on NBC-TV and Radio Networks

Wisconsin gets a chance to erase a blemish on the Badger side when the Big Ten Conference champion tackles a Washington team that finished in a three-way tie at the West Coast's new Big Nine circuit, in the 45th Annual Rose Bowl Game at Pasadena, Calif., Friday, Jan. 1, to be covered by the NBC-TV and NBC Radio Networks.

Kin Sims on TV and radio will be [illegible], with the kickoff following 15 minutes later. Hal Allen and Lee Giroux will be the television [illegible], and [illegible] and Pravin [illegible] the radio announcers. NBC is presenting TV and radio coverage of Football's Sides' bowl classic for the ninth consecutive year, and Allen and Dyer are reporting for the ninth [illegible] time.

Gillette Safety Razor Company has sponsored the Bowl coverage all nine years as a feature of its "Gillette Cavalcade of Sports" series.

The only Big Ten defeat in the 11 years the conference has been supplying one of the Rose Bowl opponents was Wisconsin's 1-0 loss to Southern California in 1953. That was the [illegible] Bowl previous visit to Pasadena. This will be Washington's fifth appearance.

The game looms as a [illegible] between [illegible] quarterdecks. [illegible] Washington's [illegible] and Wisconsin's [illegible] received all-America [illegible], as did the Cardinal [illegible] of the Badgers. Wisconsin, coached by Milt Bruce, [illegible] a 7-2 record and was [illegible] sixth in the nation in [illegible] polls. [illegible]

(Sports)

Huskies enjoyed a 9-1 campaign and was rated seventh by one poll and eighth by another.

Numerical rosters of both teams follow (* indicates probable starter):

No.	WISCONSIN	Pos.
10	Neil Nelson	LH
12	Bill Kellogg	LE
15	Ron Steiner	LH
16	Billy Hobbs	LH*
18	Ron Staley	LE
19	Bill Hess	RH
21	Jim Bakken	QB
22	Tom Mettlach	QB
25	Ron VanderKelen	QB
28	Dale Hackbart	QB*
34	Bob Zeman	RH*
35	Tom Neumann	FB
36	Tom Anthony	FB
38	Tom Wiesner	FB
40	Stu Clark	LH
44	Ed Hart	FB*
45	Erv Kunesh	RH
46	Bob Altmann	RH
50	Dick Wittig	LG
54	John Gotta	C
57	Bill Pidcoe	C
60	Jerry Stalcup	RG*
62	Don Schade	LG
64	Ron Perkins	LG*
65	Jim Heineke	RT*
66	Gerry Kulcinski	RG
67	Tom Genda	C
68	Peter Zouvas	LG
69	Bill Suits	LG
70	Bob Nelson	C*
72	Karl Holzwarth	LT
73	Dan Lanphear	LT*
74	John Allen	RT
76	Gary Harms	LT
77	Lowell Jenkins	RT
78	Terry Huxhold	LT
79	Brian Moore	RT
81	Charles Vesel	RE
84	Jim Rogers	RE
85	Allan Schoonover	LE*
86	Mike Stanki	RE
89	Henry Derleth	RE*
92	Otto Peucher	RG
97	Jim Holmes	LE

No.	WASHINGTON	Pos.
10	Jim Everett	QB
11	Bob Hivner	QB
12	Kermit Jorgensen	RH
15	Bob Schloredt	QB*
17	John Wilson	QB
19	Jerry Schwarz	QB
22	Gary Dasso	LH
23	Carver Gayton	LH
24	Dan Wheatley	FB
25	George Fleming	LH*
26	Brent Wooten	RH
30	Lee Bernhardi	FB
32	Sam Hurworth	FB
34	Joe Jones	FB
35	Ray Jackson	FB*
36	Don McKeta	RH*
38	Dick Aguirre	RE
40	Don Millich	LH
50	George Pitt	C
51	Don Carnahan	C
54	John Nelson	C
55	Roy McKasson	C*
58	Larry Clanton	LG
60	Tim Bullard	C
62	Dick Dunn	C
63	Jack Walters	LG
65	Barney Therrien	RG
66	Chuck Allen	LG*
68	Keith Cordes	LT
69	Mike Crawford	RG
70	Jim Skaggs	RG
71	Bob Echols	RT
73	Bob White	LT
74	Barry Bullard	RT*
75	Bill Kinnune	RG*
76	Kurt Gegner	LT*
78	Ben Davidson	RT
79	Dave Enslow	LT
81	Pat Claridge	LE
82	Jim Quessenberry	RE
83	Lee Folkins	LE*
84	Jim Carphin	LE
85	Gary Kissell	RE
86	Serge Grant	RH
87	Ed Peasley	LE
88	Stan Chapple	RE
89	John Meyers	RE*

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NBC-New York, 12/23/59

nation project & Dr. Campbell and our model awards by [illegible] gen
ability by analysis.

Statistical summary of both [illegible] items (1 [illegible]
Member):

No.	Recipient	Pct.	No.	Distinction	Pct.
10	Will Helen	14*	17	Jim Kinney	10*
10	Phil Curtis	14	17	Bob Hines	10*
10	Ron Shelley	14*	17	Kenneth [illegible]	10
10	Bill Berry	14*	17	Ron Sullivan	10*
10	Ron Conley	14	17	John Gibson	10*
10	Bill Moss	14	17	Jerry Schmitz	10*
10	Jim Fuller	14	17	Gary Jones	10*
10	Jim Martinez	14	17	Steve Owens	10*
10	Tom Wunderlich	14	17	Jon Murphy	10*
10	Dale Lockhart	14*	17	George Fleming	10*
10	Don Zemke	14*	17	Scott Weber	10*
10	Jim Brunner	14	17	Joe Sherrill	10
10	Tom Andrews	14	17	Don Lawrence	10
10	Tom Albert	14	17	Joe Jones	10
10	Rob Mann	14	17	Jay Jackson	10*
10	Ed [illegible]	14*	17	Joe Bailey	10*
10	Lee Russell	14	17	Gene Hughes	10
10	Don Alfano	14	17	Don Jones	10
10	Dick Whitlig	14	17	Jerry Ellis	10
10	John Cotto	14	17	Don [illegible]	10
10	Bill Stone	14	17	Tom Bailey	10
10	Jerry Rawlins	14*	17	Ray Mathews	10*
10	Joe Jones	14	17	Larry Clark	10
10	Ron Hawkins	14	17	Joe Sullivan	10
10	Alex Brown	14*	17	[illegible]	10
10	Gary Williams	14	17	[illegible]	10
10	Joe Gates	14	17	Jerry Hughes	10
10	Tyler Stone	14	17	Jerry Hughes	10*
10	Bill Smith	14	17	Jerry Hughes	10
10	Bob Jones	14*	17	Jerry Hughes	10
10	Mike Williams	14	17	Jerry Hughes	10
10	Dan Lawrence	14*	17	Jerry Hughes	10
10	John Allen	14	17	Jerry Hughes	10
10	Gary Sayre	14	17	Jerry Hughes	10
10	Lonnie Martin	14	17	Jerry Hughes	10
10	Terry Gordon	14	17	Jerry Hughes	10
10	Phil Moore	14	17	Jerry Hughes	10
10	Charles Vogel	14	17	Jerry Hughes	10
10	Jim Brown	14	17	Jerry Hughes	10
10	Allen Gossmann	14*	17	Jerry Hughes	10
10	Mike Shiels	14	17	Jerry Hughes	10
10	Perry Porter	14*	17	Jerry Hughes	10
10	Gary Jones	14	17	Jerry Hughes	10
10	Jim Wyman	14	17	Jerry Hughes	10
			17	Jerry Hughes	10
			17	Jerry Hughes	10

December 22, 1959

WITH BOB HOPE AND HIS TROUPE IN ALASKA

Bob Hope and his troupe of Hollywood stars are in Alaska on a tour of military bases to entertain U. S. servicemen during the Christmas holidays.

This marks the NBC comedian's eighth Christmas junket although his military tours began 19 years ago.

Hope's retinue of 60, includes technicians, musicians, and such stars as Frances Langford, Jerry Colonna, Tony Romano, and the Skinnay Ennis band, long associated with Hope both at home and on similar tours.

Other headliners include Jayne Mansfield, Steve McQueen, Neile Adams, Mickey Hargitay, Patti Thomas, and Peter Leeds.

During the tour, the comedian will film his Wednesday, Jan. 13 "Bob Hope Buick Show" which will be presented on the NBC-TV Network (9-10 p.m. EST).

"We will be doing 12 shows in eight days, which is something of a slow pace for me," Hope said. "We'll hit places like Falena, Fort Richardson, King Salmon and Kodiak. We've even got one stop right on the Bering Strait, just across the water from Siberia."

The Alaskan tour is under the joint sponsorship of the Department of Defense and the USO camp show program. The troupe is scheduled to return to Hollywood Dec. 28.

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HOLIDAY NEWS FROM NBC

December 22, 1959

CAST AND CREDITS FOR 'THE NIGHT OF CHRISTMAS,' FULL-HOUR COLORCAST OF LIGHT MUSICAL AND COMEDY ENTERTAINMENT

Light musical and comedy entertainment will highlight "The Night of Christmas" when Eddie Albert as host of a special full-hour colorcast featuring guest stars Jeannie Carson, Jonathan Winters, Dean Jones, the Norman Luboff Choir and special guest star Kathryn Grayson, on the NBC-TV Network Friday, Dec. 25 (8:30-9:30 p.m. EST).

Miss Carson will perform to the tune of "Silent Movie Rag" and will join the choir for "Madrigal," which was written especially for the program by Andre Previn and Dory Langdon. Miss Grayson will sing "Love is a Many-Splendored Thing" and perform in a Christmas comedy sketch with Winters. He also will interview Mr. S. Claus via "station to station" and perform his popular "Gramma Hops" sketch.

Eddie Albert will read a Christmas poem by Robert Louis Stevenson. Dean Jones will sing "Tomorrow Mountain" and "Christmas Blues." Axel Stordahl and his orchestra will provide the accompaniment for "The Night of Christmas," which will originate at the NBC Color Studios in Burbank, Calif.

* * *

CREDITS

TITLE: "The Night of Christmas"

TIME: NBC-TV Network colorcast Friday, Dec. 25, 8:30-9:30 p.m. EST.

HOST: Eddie Albert

(more)

GUEST STARS:	Jeannie Carson, Jonathan Winters, Dean Jones, The Norman Luboff Choir
SPECIAL GUEST STAR:	Kathryn Grayson
PRODUCER:	Perry Cross
DIRECTOR:	Dean Whitmore
WRITERS:	Sheldon Keller and Martin A. Ragaway
MUSIC DIRECTOR:	Axel Stordahl
CHOREOGRAPHER:	Jonathan Lucas
CHORAL DIRECTOR:	Norman Luboff
UNIT MANAGER:	James Loren
ART DIRECTOR:	Bill Morris
ORIGINATION:	NBC-TV Network's Color Studios, Burbank, Calif.
NBC PRESS REPRESENTATIVES:	Kay Mulvihill, Hollywood; Betty Lanigan, New York.

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NBC-New York, 12/22/59

December 22, 1959

TREASURE TROVE FOR PROJECT 20 TELECAST OF "MARK TWAIN'S AMERICA"

- - -

3,500 Period Pictures Offer "A Surprising Look at West Wilder and More Romantic Than Storybook One"

A newly-amassed treasure trove of 3,500 period photographs and engravings -- many of them never seen publicly -- is providing the raw material for "Mark Twain's America," an NBC-TV "Project 20" program now in production.

The program will be telecast Friday, April 22, from 8:30 to 9:30 p.m. EST.

Word from Donald B. Hyatt, the producer-director, is that the pictures, together with Mark Twain's own eye-witness account, offer a "refreshing and surprising look at a real West that is a lot wilder and more romantic than the storybook one."

In quest of the makings of a racy panorama of Mark Twain's life and times, Daniel M. Jones, head of picture research for "Project 20," undertook a coast-to-coast journey that lasted four months. His estimate is that he examined 350,000 photographs and engravings in national, state and city archives, libraries and historical societies. Prime sources were the Library of Congress and the National Archives in Washington, D. C.

"We brought back, or copied on the spot, about one out of every hundred items looked at," Jones says.

(more)

The pictures are now being edited by the "Project 20" staff with the still-picture animation technique which earned widespread acclaim for its award-winning "Meet Mr. Lincoln."

Areas covered in the "Mark Twain's America" search -- "all as they really were," says Jones -- are life on the Mississippi, life in the mining towns of the Far West, San Francisco in the '70s (when Twain was a reporter there), the "Gilded Age" in New York, expeditions of American tourists to Europe, life in the resorts here and abroad, and the growth of the American metropolis.

Mark Twain's wit and humor -- his own words on his own times -- will make up virtually the whole of Richard Hanser's script. Robert Russell Bennett's orchestral score will be based on songs of the time.

The first "Project 20" event of 1960 will be "Meet Mr. Lincoln," to be telecast for the second consecutive year Thursday, Feb. 11, from 9 to 9:30 p.m. EST. Its portrayal of Abraham Lincoln as his contemporaries saw him won a Robert E. Sherwood Television Award "for the application of a brilliant technique to a familiar and important subject."

The second "Project 20" program of the new year, "Not So Long Ago," will be telecast Friday, Feb. 19, from 8:30 to 9:30 p.m. EST. This will be an authentic portrayal through fact film, music and narration of the strange new world that emerged in the United States during the "peace-it's wonderful" years 1945 to 1950.

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NBC-New York, 12/22/59

"Work Stoppage Imminent"

The remarks are now being edited by the "Project 6." staff
n the still-photos exhibition [illegible] series "Industry
ilize for the [illegible] "Work Ch. [illegible]."

Based outside on the "Work Shop" [illegible] -- "[illegible]
[illegible] or [illegible] work." Each [illegible] -- [illegible] [illegible]
the [illegible] [illegible] of the [illegible] [illegible] [illegible] [illegible] (
[illegible] was a [illegible] [illegible]). The "[illegible]" [illegible] [illegible] [illegible]
[illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]
[illegible] the [illegible] [illegible] [illegible] [illegible].

[illegible] [illegible] [illegible] [illegible] -- [illegible] [illegible] [illegible] [illegible]
[illegible] -- [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]
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[illegible] [illegible].

The [illegible] "Project 6." [illegible] [illegible] [illegible] [illegible] [illegible]
[illegible]," is [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]
[illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]
[illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]
[illegible] "[illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]
[illegible] [

JACK TRACY
ROOM 320

NBC TRADE NEWS

2-X-H

SCHICK SAFETY RAZOR COMPANY TO SPONSOR EIGHT QUARTERS OF SUNDAY AFTERNOON PRO BASKETBALL TELECASTS

The Schick Safety Razor Company will sponsor eight quarters of the Sunday afternoon professional basketball telecasts on NBC-TV January through March, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Other sponsors of the Sunday telecasts are Phillies Cigars, General Mills Inc. and Anheuser-Busch Inc. The games are also telecast on Saturdays.

The Schick purchase was made through Compton Advertising Inc.

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NBC-New York, 12/23/59

December 23, 1959

NBC NEWS SCORES WITH ONLY LIVE NETWORK TELECASTS OF PRESIDENT EISENHOWER'S ARRIVAL HOME

NBC News presented the only live network telecasts of President Eisenhower's arrival home, including an impromptu speech by the President after he alighted from his plane at Andrews Air Force Base, Washington, last night (Tuesday, Dec. 22).

Two "NBC News Specials" presented on the NBC-TV Network late Tuesday night (11:28-11:36 p.m. and 12 midnight-12:10 a.m. EST) showed the President's welcome at the airfield and the crowd of 3,000, carrying sparklers, which greeted him as he entered the White House a few minutes later.

The special programs preempted segments of "The Jack Paar Show."

President Eisenhower appeared surprised as a member of his official party led him to the NBC microphone. It was evident from his expression and his remarks to the television audience that he had not planned to speak there.

NBC News originally had planned to incorporate the President's return into Report Seven of its "Journey to Understanding -- Volume II" series, presented Tuesday night from 10:30 to 11 p.m. EST. However, when it was learned that the President's plane would arrive later than scheduled, plans were made for the special coverage.

(more)

The "Journey to Understanding" program included two live originations from Washington. The first of these showed preparations for the President's arrival at Andrews Air Force Base, with NBC News correspondent Ray Scherer describing the scene. The second showed the crowd waiting in front of the White House. NBC News correspondent Martin Agronsky did the commentary.

Scherer was on camera 12 minutes after he stepped off the press plane which had accompanied the President.

The "NBC News Specials" and the "Journey to Understanding -- Volume II" program were produced by Chet Hagan and directed by Robert Priaulx in New York. The originations from Andrews Air Force Base and from outside the White House were directed by Charles Jones and Ralph Peterson, respectively.

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NBC-New York, 12/23/59

CREDITS FOR THE "TOURNAMENT OF ROSES PARADE" COLORCAST
ON THE NBC TELEVISION NETWORK NEW YEAR'S DAY

PROGRAM:	"Tournament of Roses Parade"
DATE AND TIME:	Friday, Jan. 1 (NBC-TV Network colorcast 11:30 a.m.-1:45 p.m. EST)
ORIGINATION:	Pasadena, Calif.
PARADE COMMENTATORS:	Betty White and Roy Neal
HIGHLIGHT COMMENTATOR:	John S. Davidson
FORMAT:	On-the-spot color coverage of the 71st annual New Year's Day presentation of the famous holiday parade. The parade columns will march over a five-mile route and will consist of elaborate flower floats, numerous bands, brilliantly costumed marching and mounted groups, and other special features.
PRODUCER:	William Bennington
DIRECTOR:	Dick Oxford
PROGRAM RESEARCHER:	Hal Levy
UNIT MANAGER:	Lloyd Bockhaus
ART DIRECTOR:	Bob Corrigan
TECHNICAL DIRECTOR:	Don Laduke
AUDIO:	Lionel St. Peter
SENIOR VIDEO:	Danny Brewer
COLORCAST SPONSOR (AND AGENCY):	Minute Maid Corporation (through Ted Bates and Company.)
NBC PRESS CONTACTS:	Mike Gardner (Hollywood); Stan Appenzeller (N. Y.)

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NBC-New York, 12/23/59

CREDITS FOR THE "TOURNAMENT OF ROSES PARADE" COLORCAST
ON THE NBC TELEVISION NETWORK NEW YEAR'S DAY

GRAM:	"Tournament of Roses Parade"
E AND TIME:	Friday, Jan. 1 (NBC-TV Network coverage 11:30 a.m.-1:45 p.m. EST)
OINATION:	Pasadena, Calif.
ADE COMMENTATORS:	Betty White and Roy Neal
LIGHT MENTATOR:	Jonn S. Davidson
AT:	On-the-spot color coverage of the Tiny Rosses New Year's Day presentation of the Tournament of Roses parade. The parade columns will march over a five-mile route and will consist of elaborate flower floats, numerous bands, brilliantly costumed marching and mounted groups, and other special features.
OUCER:	William Bennington
ECTOR:	Dick Oxford
GRAM RESEARCHER:	Hal Levy
T MANAGER:	Lloyd Hochhaus
DIRECTOR:	Bob Corrigan
NICAL DIRECTOR:	Don Laduke
IC:	Lionel St. Peter
IOR VIDEO:	Danny Brewer
ORCAST SPONSOR D AGENCY):	Minute Maid Corporation (through Ted Bates and Company.)
PRESS CONTACTS:	Mike Gardner (Hollywood); Stan Appenzeller (N. Y.)

JACK TRACY
ROOM 320

2-X NBC TELEVISION NETWORK NEWS

December 24, 1959

'HOT SEAT' WILL BE OCCUPIED BY DIFFERENT NBC NEWS CORRESPONDENT ON EACH OF FOUR TELECASTS AS FELLOW STAFFERS QUESTION HIM

An NBC News foreign correspondent will be closely questioned by his colleagues in each of four programs of "Hot Seat," to be presented Monday through Thursday, Dec. 28-31 on the NBC-TV Network, 1:15-1:30 p.m. EST).

One correspondent will occupy the "hot seat" on each of the programs. He will field questions on his foreign beat fired at him by three other NBC newsmen. The program will be produced by Chet Hagan and directed by Robert Priaulx.

The eight NBC News correspondents participating in the programs are Cecil Brown (Tokyo), Welles Hangen (New Delhi), Joseph C. Harsch (London), Irving R. Levine (Rome), Edwin Newman (Paris), John Rich (Berlin), James Robinson (Hong Kong) and Joseph Michaels (Moscow).

The correspondents have returned to the United States following their coverage of President Eisenhower's good will tour.

(more)

NOTE TO EDITORS:

The NBC Daily News Report will not be issued Christmas Day. The next mailing will be dated Dec. 28.

They will also participate in the NBC telecast of "Projection 60" Sunday, Dec. 27 (8-9 p.m. EST), an appraisal of the Eisenhower mission and its consequences in the coming months.

The schedule for "Hot Seat" follows:

Monday, Dec. 28 -- Welles Hangen questioned on India by Edwin Newman, Cecil Brown and Joseph C. Harsch.

Tuesday, Dec. 29 -- Edwin Newman questioned on NATO and France by Joseph C. Harsch, John Rich and Cecil Brown.

Wednesday, Dec. 30 -- Cecil Brown questioned on Asian problems by Joseph Michaels, Irving R. Levine and John Rich.

Thursday, Dec. 31 -- John Rich questioned on German issues by Joseph C. Harsch, Edwin Newman and James Robinson.

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NBC-New York, 12/24/59

NBC TRADE NEWS

December 24, 1959

JACK EMANUEL NAMED TO NEW POST OF EXECUTIVE STORY EDITOR, PACIFIC DIVISION, FOR THE NATIONAL BROADCASTING COMPANY

Jack Emanuel, formerly of Warner Bros. story department, yesterday assumed the new post of Executive Story Editor, Pacific Division, for the National Broadcasting Company.

The announcement was made by Alan W. Livingston, Vice President in charge of Programming for the Pacific Division, who said Mr. Emanuel will head the existing story department, be responsible for creative control over scripts for NBC-owned shows and serve as an adviser to the film department in all areas, including program development.

Prior to his association with Warner Bros. four years ago, Mr. Emanuel was an independent producer of feature pictures and a literary agent. He was associated in independent production with the late Richard Roland and Jesse Lasky and, as a literary agent, helped form the H. N. Swanson Agency.

In his new post, Mr. Emanuel will report to Mr. Livingston.

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NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Jan. 3 - 9 (All Times EST)

Sunday, Jan. 3

8-9 p.m. -- "Sunday Showcase" presents "The Margaret Bourke-White Story," starring Teresa Wright and Eli Wallach.

9-10 p.m. -- "The Chevy Show" presents Janet Blair in "Around the World with Nellie Bly." Cornel Wilde is special guest star.

Monday through Friday, Jan. 4-8

6:30-7 p.m. -- "Continental Classroom" - Modern Chemistry.

11-11:30 a.m. -- "The Price Is Right" - Bill Cullen is emcee.

12:30-1 p.m. -- "It Could Be You" - Bill Leyden is host.

Monday, Jan. 4

10-11 p.m. -- "The Steve Allen Plymouth Show."

Tuesday, Jan. 5

9-9:30 p.m. -- "The Arthur Murray Party" - with guests Walter Slezak, Jane Froman and John Bromfield.

9:30-10:30 p.m. -- "Ford Startime" presents "The Man," starring Audie Murphy and Thelma Ritter.

Wednesday, Jan. 6

8:30-9 p.m. -- "The Price Is Right" - with Bill Cullen as emcee.

9-10 p.m. -- "Perry Como's Kraft Music Hall" - Perry's guests tonight are Kay Starr, Buddy Hackett, Paul Anka and dancers Peter Gennaro and Wisa D'Orso.

(more)

Thursday, Jan. 7

9:30-10 p.m. -- "The Ford Show" starring Tennessee Ernie Ford, with tonight's guest Jack Bailey.

Friday, Jan. 8

8-9:30 p.m. -- "The Art Carney Show" - Art Carney as "The Man in the Dog Suit," starring Celeste Holm, Orson Bean, Jessie Royce Landis, Hiram Sherman and Neva Patterson.

Saturday, Jan. 9

10-10:30 a.m. -- "The Howdy Doody Show."

10:30-11 a.m. -- "The Ruff and Reddy Show."

3 p.m. to conclusion -- 11th Annual Senior Bowl football game at Ladd Memorial Stadium in Mobile, Ala.

7:30-8:30 p.m. -- "Bonanza" - tonight, "The Outcast."

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NBC-New York, 12/24/59

JACK TRACY
ROOM 320

TRADE NEWS

December 28, 1959

KING SANO CIGARETTES TO SPONSOR 'MEET THE PRESS'
ALTERNATE SUNDAYS ON NBC-TV NETWORK

King Sano cigarettes will sponsor "Meet the Press" on the NBC-TV Network on alternate Sundays beginning Jan. 3, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"Meet the Press," the perennial award-winning panel interview program, is telecast each Sunday 6-6:30 p.m. EST, and has been on NBC-TV since Nov. 6, 1947. Also a regular presentation on the NBC Radio Network since May 4, 1952, it is broadcast on "Monitor" Sundays 6:35-7 p.m. EST.

The recipient of almost 50 awards since it first went on the air, "Meet the Press" last year was judged the best panel interview show on TV by the TV Today and Motion Picture Daily "Fame" Poll. It has also received the Look Magazine TV Award, the Sylvania TV and George Foster Peabody Awards, among others.

The King Sano purchase was made through C. J. LaRoche & Company Inc., representing a return to network television for United States Tobacco Company, makers of King Sano. The firm previously sponsored the "Martin Kane" series on NBC-TV until it went off the air in June, 1954.

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NBC TRADE NEWS

December 28, 1959

WILLIAM BENDIX WILL STAR AND DOUG McCLURE WILL BE FEATURED IN 'OVERLAND TRAIL,' FULL-HOUR FILMED WESTERN SERIES, ON THE NBC TELEVISION NETWORK IN 1960

William Bendix will star as Kelly, superintendent of a newly formed stage line in "Overland Trail," a one-hour Western adventure series now being filmed in black and white for use on the NBC-TV Network in 1960, it was announced today by David Levy, Vice President, NBC Programs and Talent.

Doug McClure will be featured as Flip, Kelly's trouble-shooting aide in the series which will deal with the opening of one of the first regularly established stagecoach runs from Missouri to California.

The series, produced and filmed by Revue Productions, will be under the supervision of executive producer Nat Holt. Samuel Peeples has written the script for the pilot film, and will be producer and story consultant for the series.

Although Bendix and McClure will be the continuing stars, "Overland Trail" will feature top-caliber guest stars each week.

Bendix has appeared in more than 50 Hollywood films including "Lifeboat" and "The Babe Ruth Story." On television, Bendix played the title role in "The Life of Riley" on NBC-TV for five years. He has also starred in numerous dramatic and special telecasts.

McClure has appeared on the screen in "The Enemy Below" and "Gidget." On television, he has performed in "Alcoa Hour," "Maverick," "Lawman" and "Twilight Zone."

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NBC COLOR TELEVISION NEWS

December 28, 1959

EDWARD G. ROBINSON AND DAVID WAYNE TO STAR IN COLORCAST OF BENET'S "THE DEVIL AND DANIEL WEBSTER"

Edward G. Robinson and David Wayne will star in Stephen Vincent Benet's "The Devil and Daniel Webster," to be colorcast as the Sunday, Feb. 14 "Rexall TV Special" on the NBC-TV Network (8 to 9 p.m. EST). Robinson will portray Webster and Wayne will play the Devil.

The short story, first published in the Saturday Evening Post, has been adapted as a one-act opera and as a motion picture. It concerns a New England farmer, Jabez Stone, who sells his soul to the Devil for material prosperity. However, Stone is saved from having to pay his debt by the great orator, Daniel Webster who, before a jury of demons, pleads the farmer's case with great eloquence.

NBC COLOR TELEVISION NEWS

December 28, 1959

"BELL TELEPHONE HOUR" COLORCAST FOR LINCOLN'S BIRTHDAY

- - -

Full-Hour Show to Spotlight Julie Andrews, Nanette Fabray, Carl Sandburg, Renata Tebaldi and Earl Wrightson

Julie Andrews, Nanette Fabray, Carl Sandburg, Renata Tebaldi and Earl Wrightson will star in the "Bell Telephone Hour" colorcast Friday, Feb. 12 on the NBC-TV Network (8:30-9:30 p.m. EST). Donald Voorhees conducts the Bell Telephone Orchestra.

Miss Fabray will present a musical history of women in the past 75 years. Julie Andrews and Earl Wrightson will offer musical comedy favorites. Renata Tebaldi will sing arias from Verdi's opera "Otello." Carl Sandburg will read excerpts from letters and speeches of Abraham Lincoln on his birthday.

Barry Wood is executive producer of the series for Henry Jaffe Enterprises. The program originates live in New York.

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CM THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

December 28, 1959

Attention, Sports Editors

MIDDLEWEIGHT TITLE FIGHT BETWEEN CHAMPION SUGAR RAY ROBINSON AND PAUL PENDER TO BE 'GILLETTE CAVALCADE OF SPORTS' FEATURE ON THE NBC TELEVISION AND RADIO NETWORKS FRIDAY, JAN. 22

Sugar Ray Robinson's defense of his middleweight championship against Paul Pender of Boston on Friday, Jan. 22 will be covered by the NBC-TV and NBC Radio Networks (10 p.m. EST) as a "Gillette Cavalcade of Sports" feature.

The scheduled 15-round match will take place at Boston Garden. The telecast will be blacked out in the Boston and Providence areas.

This will be Robinson's first defense of the title he regained from Carmen Basillio in March, 1958. He fought a non-title tuneup Dec. 14 and knocked out Bob Young in the second round.

Sugar Ray has worn the middleweight crown on five separate occasions starting in 1951. Before winning the 160-pound title, the 38-year-old New Yorker topped the welterweight division for four years.

Pender, 29 years old, is ranked sixth among middleweight contenders. He also had a tuneup fight Dec. 14, winning a 10-round decision over Gene Hamilton in a preliminary to the Robinson-Young bout.

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December 28, 1952

ation, Sports Editors

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'SUNDAY SHOWCASE'

CAST AND CREDITS FOR 'THE MARGARET BOURKE-WHITE STORY'

To Be Colorcast on NBC-TV Network Sunday, Jan. 3

PROGRAM:	"The Margaret Bourke-White Story" on "Sunday Showcase"
TIME:	NBC-TV Network colorcast, Sunday, Jan. 3 8-9 p.m. EST.
ORIGINAL PLAY BY:	Joseph Liss
EXECUTIVE PRODUCER:	Robert Alan Aurthur
PRODUCER-DIRECTOR:	Alex March
ASSOCIATE DIRECTOR:	Robert Hopkins
COSTUMES:	Noel Taylor
MAKEUP:	Bob O'Bradovich
SCENIC DESIGNER:	Herb Andrews

* * *

SPONSOR:	John H. Breck Inc.
AGENCY:	Reach, McClinton & Co. Inc.
ORIGINATION:	NBC-TV Network's Brooklyn (N.Y.) Color Studio
NBC PRESS REPRESENTATIVE:	Noreen Sherlock, New York

* * *

THE CAST

MARGARET BOURKE-WHITE..played by..Teresa Wright

ALFRED EISENSTAEDT..... " " ..Eli Wallach

JIM, THE EDITOR..... " " ..Philip Bourneuf

(more)

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GINAL PLAY BY:	Joseph Liss
CUTIVE PRODUCER:	Robert Alan Aurthur
DUCER-DIRECTOR:	Alex March
OCIATE DIRECTOR:	Robert Hopkins
TCHES:	Noel Taylor
SUT:	Bob O'Brodovich
LIC DESIGNER:	Herb Andress

* * *

NSOR:	John W. Brock Inc.
NCY.	Reach, McClinton & Co. Inc.
GINATION:	NBC-TV Network's Brooklyn (N.Y.) Color Studio
PRESS REPRESENTATIVE:	Noreen Sharlock, New York

* * *

THE CAST

MARGARET BOURKE-WHITE..played by..Teresa Wright

ALFRED EISENSTAEDT..... " " ..Bill Wallach

JIM, THE EDITOR..... " " ..Phillip Bourneuf

(more)

THE CAST (CONT'D)

DR. CLAYMAN....played by..Leon Janney
JACK MORRISON.. " " ..Martin Brooks
DR. OLSON..... " " ..Martin Rudy
DR. JUDSON..... " " ..Paul Stevens

* * *

THE STORY

"The Margaret Bourke-White Story" opens with the famed Life photographer preparing for an operation that may change her life. She has been ill for years with Parkinson's disease.

The scene shifts to the Press Club in Japan, seven years earlier. Maggie is dining with Alfred Eisenstaedt, a friend of many years and also a noted Life photographer. She knows she is ill, but tries to hide it. She feels that admitting she is sick might endanger her career. "Eisie" suspects something is wrong.

Later, when Maggie returns to her home in Darien, Conn., she follows Eisie's suggestion that she see a specialist. She enters a hospital for a series of therapeutic treatments, although she remains in the dark as to the cause of her illness.

After she leaves the hospital, her editor offers her an assignment that will take her to Russia. Her symptoms recur, however, and she finds herself sicker than before. She decides to undergo a delicate brain operation which may start her on the road to recovery.

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NBC-New York, 12/28/59

- Credits for 'The Margaret Bourke-White Story'

THE CAST (CONT'D)

DR. CLAYMAN....played by..Leon Janney

JACK MORRISON.. " " ..Martin Brooks

DR. OLSON..... " " ..Martin Rudy

DR. JUDSON..... " " ..Paul Stevens

* * *

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ing to recovery.

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JACK TRACY
ROOM 320

2-X-H

NBC COLOR TELEVISION NEWS

December 29, 1959

"CAVALLERIA RUSTICANA" WILL BE NBC OPERA COMPANY'S THIRD OFFERING OF THE SEASON IN NBC-TV NETWORK COLORCAST SUNDAY, JAN. 31

"Cavalleria Rusticana" will be presented as the third offering of the season by the NBC Opera Company in an NBC-TV Network colorcast Sunday, Jan. 31 (3:15-4:30 p.m. EST). Virginia Copeland will sing the role of Santuzza and David Poleri will be Turiddu.

Others in the cast are Chester Ludgin as Alfio, Mary Jennings as Lola and Anna Carnevale as Mamma Lucia. Peter Herman Adler will conduct. Sets and costumes will be designed by Ed Wittstein. The opera will be given in English in a specially commissioned translation by Joseph Machlis. Kirk Browning is director and Samuel Chotzinoff is producer of the NBC Opera Company.

"Cavalleria Rusticana" is one of the most widely produced operas in the Western world. Its tempestuous story set in a Sicilian village and its soaring melodies have made it a favorite since it first made famous the name of composer Pietro Mascagni at its world premiere in Rome in 1890.

The season's fourth and final presentation of the NBC Opera Company will be Mozart's "Don Giovanni" on Sunday, April 10. Earlier, the company performed Beethoven's "Fidelio" and Menotti's "Amahl and the Night Visitors."

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December 29, 1959

CAST AND CREDITS FOR 'AROUND THE WORLD WITH NELLIE BLY'
ON 'THE CHEVY SHOW,' NBC-TV NETWORK COLORCAST
SUNDAY, JAN. 3, 9 TO 10 P.M. EST

STARRING:	Janet Blair
SPECIAL GUEST STAR:	Cornel Wilde
FORMAT:	Original musical comedy based on the adventures of the famous newspaperwoman, Nellie Bly.
PRODUCED BY:	Tony Charmoli
DIRECTED BY:	Barry Shear
WRITTEN BY:	Sig Herzig
SPECIAL MUSICAL MATERIAL BY:	Jack Brooks
MUSICAL CONDUCTOR:	Paul Weston
CHOREOGRAPHY BY:	Tony Charmoli
ART DIRECTOR:	Robert Kelly
UNIT MANAGER:	Don Van Atta
COSTUMES DESIGNED BY:	Bob Carlton
MAKEUP:	Jack Smith
TECHNICAL DIRECTOR:	Clair McCoy
LIGHTING:	Del Jack
AUDIO:	Hal Flood
SENIOR VIDEO:	Ed Huston
EXECUTIVE COORDINATOR:	Norman Lessing

(more)

PRODUCTION BY:	Henry Jaffe Enterprises, in association with the NBC-TV Network
SPONSOR (AND AGENCY):	Chevrolet Division of General Motors Corporation (Campbell Ewald Company).
ORIGINATION:	NBC Color City, Burbank, Calif.
NBC PRESS REPRESENTATIVES:	Norman Frisch, (Hollywood); Al Cammann (N.Y.)

CAST

NELLIE BLY	Janet Blair
STEVE ROBERTS	Cornel Wilde
CHARLES DANA	Jerome Cowan
JOSEPH PULITZER	Addison Richards
CAPTAIN	Sig Ruman
STEWARD	John Qualen
JULES VERNE	Lyle Talbot
REPORTERS	William Bakewall, Eddie Quillan, Robert Shayne
DOWAGERS	Margaret Dumont, Esther Dale
MAN ON SOAP BOX	Jimmy Conlin
SECRETARY	Iris Adrian
STOCKBROKER	Pierre Watkins
STOIC INDIAN	John Harmon
SQUAW	Patsy Kelly
FARMER	Irving Bacon
FARMER'S WIFE	Almira Sessions
NEWSBOYS	Stanley Clements and Bobby Jordan

(more)

CAST (CONT'D)

TAILOR	Grady Sutton
SPORT	Dick Elliott
AHMED	Tom Kennedy
POLICEMAN	Ralph Sanford
GANGSTER	Jack LaRue

SCENES AND MUSICAL NUMBERS

ACT I: SCENE -- NEW YORK CITY IN 1889

"Nellie Bly Song" -- original words and music by Jack Brooks -- Paul Weston and orchestra

"Sewing Ballet" -- choreography by Tony Charmoli, music by Nat Farber -- Tony Charmoli Dancers

"Rings on Her Fingers" -- played by small German band on docks of New York

ACT II: SCENE - ABOARD SHIP

Strauss Waltz -- by ship salon orchestra

"Follow Me" -- traditional melody, lyrics by Jack Brooks -- sung by Janet Blair

"Nellie Bly Song" -- sung by Cornel Wilde

ACT III: SCENE -- GLOBETROTTING

"Nellie Bly Song" -- played by military band in Paris

"Apache Dance"-- choreography by Tony Charmoli, music by Nat Farber

"Dance of the Egyptian Girls" -- music by Paul Weston

"Women's Rights" -- words and music by Jack Brooks -- sung by Janet Blair to harem girls

(more)

ACT IV: SCENES -- HONG KONG; ABOARD PACIFIC LINER, AND CROSSING U.S.A.

"Camptown Races" (played in Chinese style) for Janet Blair's rickshaw number

"It Never Was You" (from "Knickerbocker Holiday") by Janet Blair

"See the U.S.A."

"Nellie Bly Song" (in march tempo)

"Nellie Bly Song" -- by small German band in "welcome home" ceremony

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NBC-New York, 12/29/59

CAST AND CREDITS FOR 'FORD STARTIME' COLORCAST OF 'THE MAN' ON NBC-TV NETWORK TUESDAY, JAN. 5

PROGRAM:	"The Man" on "Ford Startime"
TIME:	NBC-TV Network colorcast Tuesday, Jan. 5 (9:30-10:30 p.m. EST)
STARRING:	Audie Murphy and Thelma Ritter
A TELEVISION PRESENTATION OF:	Hubbell Robinson Productions, Inc.
EXECUTIVE PRODUCER:	Hubbell Robinson
PRODUCER:	Robert Northshield
DIRECTOR:	Robert Stevens
ADAPTED FOR TELEVISION BY:	James Cavanagh
FROM THE PLAY BY:	Mel Dinelli
PRODUCTION MANAGER:	Richard Rosenbloom
DESIGNER:	Don Shirley
ASSOCIATE DIRECTOR:	Hugh McPhillips
COSTUMES BY:	Guy Kent
UNIT MANAGER:	Sigmund Bajak
MUSIC BY:	Frank Denning
UNIT PROP MAN:	Bob Demmler

* * *

SPONSOR:	The Ford Motor Company
AGENCY:	J. Walter Thompson Company
ORIGINATION:	NBC Color Studios, Brooklyn, N. Y., on color video tape
NBC PRESS REPRESENTATIVES:	Charlie Gregg (New York); Bill Fague (Hollywood)

* * *
(more)

CAST AND CREDITS FOR 'FORD STARTIME' COLORCAST
OF 'THE MAN' ON NBC-TV NETWORK TUESDAY, JAN. 5

ROGRAM:	"The Man" on "Ford Startime"
IME:	NBC-TV Network Colorcast Tuesday, Jan. 5 (9:30-10:30 p.m. EST)
TARRING:	Audie Murphy and Thelma Ritter
TELEVISION RESENTATION OF:	Robert Robinson Productions, Inc.
XECUTIVE PRODUCER:	Robert Robinson
RODUCER:	Robert Nocerabiold
IRECTOR:	Robert Stevens
DAPTED FOR ELEVISION BY:	James Cavanagh
ROM THE PLAY BY:	Mel Dinelli
RODUCTION MANAGER:	Richard Nocerabiold
ESIGNER:	Don Shipley
SSOCIATE DIRECTOR:	Hugh McPhillips
OSTUMES BY:	Guy Kent
NIT MANAGER:	Sigmund Bajak
USIC BY:	Frank Dennis
NIT PROP MAN:	Don Lemmon

* * *

PONSOR:	The Ford Motor Company
GENCY:	J. Walter Thompson Company
RIGINATION:	NBC Color Studios, Brooklyn, N. Y., on Ampex Video Tape
BC PRESS REPRESENTATIVES:	Charlie Gregg (New York); Bill Pagac (Hollywood)

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(more)

THE CAST

Audie Murphy as Howard

Thelma Ritter as Mrs. Gillis

Renne Jarrett as Judy

Michael Pollard as Doug

John McGovern as Franks

Joseph Campanella as the repairman

William Hickey as Bowling Man #1

Phil Adams as Bowling Man #2

Joe Sullivan as the bartender

* * *

BACKGROUND

As a stage play, "The Man" was produced by Kermit Bloomgarden and ran for 92 performances on Broadway in 1950. Dorothy Gish and Don Hanmer played the principal roles, and the smallest hit player was actor Richard Boone.

THE STORY

Mrs. Gillis (Thelma Ritter) is a kindly widow who has lived alone since the death of her son. A day of terror begins for her when she hires a handyman, Howard (Audie Murphy), who is in fact a lonely, psychopathic criminal -- helpless to control a rampaging killer instinct. Howard -- confessing that "sometimes I can't remember things for whole days and I'm so frightened because they're coming to punish me" -- imprisons his benefactor in her own home, kills her dog and turns away a succession of visitors before Mrs. Gillis can reveal her plight. Finally, as rescue arrives in the form of a telephone repairman, tragedy strikes.

-----o------

NBC-New York, 12/29/59

THE CAST

Audie Murphy as Howard

Thelma Hitter as Mrs. Gillis

Bruno Jarrett as Judy

Michael Pallard as Doug

John Mahoven as Frank

Joseph Campanella as the repairman

William Mickey as Bowling man #1

Phil Adams as Bowling man #2

Joe Sullivan as the bartender

* * *

BACKGROUND

As a stage play, "The Bar" was produced by Vermit Lionsgate and ran for 82 performances on Broadway in 1956. Dorothy Dixon and Don Hammer played the principal roles, and the dedicated Mr. Hayes was actor Richard Boone.

THE STORY

Mrs. Gillis (Thelma Hitter) is a lonely widow who has lived alone since the death of her son. A boy of [illegible] begins for her when she hires a handyman, Howard (Audie Murphy), who is in fact a lonely, psychopathic criminal -- Hardness to control a [illegible] killer instinct. Howard -- confessing that "sometimes I can't remember things for whole days and I'm so [illegible] because they're coming to punish me" -- imprisons his [illegible] in her [illegible]. Mills her dog and [illegible] swear a [illegible] Mrs. Gillis can reveal her plight. [illegible] arrives in the [illegible] of a telephone repairman, [illegible].

JACK TRACY
ROOM 320

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

2-X-H

December 30, 1959

ERNEST LEE JAHNCKE JR. NAMED DIRECTOR, STANDARDS,
FOR THE NATIONAL BROADCASTING COMPANY

Ernest Lee Jahncke Jr. has been named Director, Standards, of the National Broadcasting Company, it was announced today by James A. Stabile, NBC Vice President in charge of Standards and Practices.

Mr. Stabile said Mr. Jahncke "will supervise and direct the formulation of specific standards to reflect NBC policy and govern practices relating to programs and advertising presentations on NBC facilities. These standards will be developed from a continuing fact-finding analysis of all existing practices in those fields, which is another principal function of the Department of Standards and Practices. Mr. Jahncke is eminently qualified through his many years of experience in network and station operations -- including several years with NBC -- and we are indeed fortunate to acquire his versatile services."

Before joining NBC in his new position, Mr. Jahncke was Vice President and Assistant to the President of Edward Petry & Co., Inc., and from 1952 to 1957 held this same title with the American Broadcasting Company. In the latter position, he participated in the formulation of all major policies, supervised labor relations and testified for the company before Congressional committees.

Mr. Jahncke was Vice President in charge of the ABC Radio Network from 1950 to 1952, and earlier held several positions with ABC Station Relations, becoming Vice President of the department, Jan. 1, 1949.

(more)

During World War II, he served on active duty with the United States Naval Reserve in Normandy, Southern France, the Philippines and Okinawa. He was with NBC's Traffic and Station Relations Departments from 1937 to 1941, following four previous years as an officer in the Navy.

Mr. Jahncke is a graduate of the United States Naval Academy. He lives with his wife and four children in Greenwich, Conn.

He is on the Board of the Radio & Television Executives Society and a member of the Navy League, the Broadcast Pioneers, the Sons of the American Revolution, the Army-Navy Club of Washington, and the American Arbitration Association.

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NBC-New York, 12/30/59

NBC COLOR TELEVISION NEWS

December 30, 1959

JACQUES BERGERAC WILL BE HOST OF "POND'S PRESENTS PARIS A LA MODE"

- - -

Feb. 29 NBC Colorcast Special Will Reveal French Spring Fashions

Jacques Bergerac will be host of "Pond's Presents Paris a la Mode," color special on the NBC-TV Network Monday, Feb. 29 (10-11 p.m. EST).

The "special event set to music" marks the first time Paris Spring fashions are being revealed to the public on television. The collections of 15 Parisian couturiers, valued at a quarter of a million dollars, will be modeled by 15 top Paris mannequins flown to the United States. The event is being presented under the auspices of the Chambre Syndicale de la Couture, Parisienne.

Bergerac was born in Biarritz and during World War II assisted scores of American and English pilots, who had crashed in France to escape to Spain through the Pyrenees. After the war, he went to Paris to study law and, though he earned his degree, a new-found interest in dramatics was shaping his career. Following a year in Africa with the French Air Force, Bergerac returned to Paris, where he appeared in a number of French classical plays. Spotted by an American talent scout, he was offered a contract with M-G-M. In 1954, he made his first American movie, "Twist of Fate." He has since made numerous American and French movies and has appeared extensively on U.S. television. Among his American movies are "Strange Intruder," "Les Girls," "Gigi," and "Thunder in the Sun."

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PROGRAM CHANGES

'SUNDAY SHOWCASE'

MANY BIG-NAME STARS JOIN "HEDDA HOPPER'S HOLLYWOOD,"
JAN. 10 "REXALL TV SPECIAL" ON NBC-TV NETWORK

The names of additional stars who will appear on "Hedda Hopper's Hollywood," the Sunday, Jan. 10 "Rexall TV Special" on the NBC-TV Network (8-9 p.m. EST) were announced today. They include Bob Hope, Robert Cummings, Don Murray and Hope Lange, Janet Gaynor, Harold Lloyd, John Cassavetes and Venetia Stevenson.

They will join the following personalities, previously announced for the special telecast: Gary Cooper, Lucille Ball, Gloria Swanson, James Stewart and family, Teddy Rooney (Mickey Rooney's nine-year-old son), Anthony Perkins, Liza Minelli (Judy Garland's daughter), Stephen Boyd, Marion Davies, Francis X. Bushman, Ramon Novarro, Ricardo Cortez, Walt Disney, cameraman Bill Daniels, film editor Anna Bauchens and the Westmore Brothers (makeup specialists).

Previously announced personalities who will not appear on the show include Joan Crawford, Charlton Heston, Robert Horton, Steve McQueen, Mickey Rooney, Bette Davis, Gary Merrill and Tuesday Weld.

NOTE TO TV AND PHOTO EDITORS: Photos of Bette Davis and Robert Horton (who will not appear on the telecast) were included in the NBC Photo Service layout dated 12/11.

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NBC-New York, 12/30/59

JACK TRACY
ROOM 320

(M THE NATIONAL BROADCASTING COMPANY
rt Rockefeller Plaza, New York 20, N. Y.

December 31, 1959

NBC NEWS SWEPT MAJOR TV AND RADIO NEWS AWARDS IN 1959

NBC News swept the major television and radio news awards in 1959, winning a total of more than 30 honors for programs on the NBC Television and Radio Networks.

The latest in the bumper crop was the Look Television Award presented to Chet Huntley and David Brinkley for their "Huntley-Brinkley Report" presented Mondays through Fridays (NBC-TV, 6:45 p.m. EST).

Between them, Huntley and Brinkley won 10 other honors during the year, including Emmy, Alfred I. duPont, Ohio State, Peabody and Overseas Press Club awards.

Among other major tributes for NBC News in 1959 were Robert E. Sherwood Awards for the special program "Report from Alabama" and for "The American Stranger," a study of Indian problems on the "NBC Kaleidoscope" series.

In addition, NBC News won a George Polk Memorial Award for the "Argentine Crisis" on "Chet Huntley Reporting" and a School Bell Award presented by the National Educational Association for the special program "Our Children and Their Schools."

A Sylvania Award was received by NBC News for its special coverage of the launching of the Explorer satellite. Thomas Priestley of NBC News was named News Film Cameraman of the Year by the National Press Photographers Association.

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December 31, 1959

DINAH SHORE NAMED ONE OF 10 'MOST ADMIRED WOMEN' OF 1959 IN A GALLUP POLL

Dinah Shore has a renewed claim to fame -- the only active performer named by the Gallup Poll as one of the 10 "Most Admired Women" of 1959.

The honor marked the second consecutive year in which the star of NBC-TV's "Dinah Shore Chevy Show" colorcasts has been named to this select group by the pollsters on the basis of interviews with a cross-section of the American public.

Others in the group are Eleanor Roosevelt, Mamie Eisenhower, Queen Elizabeth, Clare Boothe Luce, Helen Keller, Mme. Chiang Kai-Shek, Pat Nixon, Sen. Margaret Chase Smith, Princess Grace of Monaco, Princess Margaret of England and Mme. Pandit (the last three tied for 10th position).

In conducting its annual popularity contest, the Gallup Poll assigned reporters to ask a cross-section of the American public:

"What woman that you have heard or read about, living today in any part of the world, do you admire the most?"

The Nation's "most admired" woman performer next can be seen on "The Dinah Shore Chevy Show" colorcast over the NBC-TV Network Sunday, Jan. 10 (9-10 p.m. EST).

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NBC COLOR TELEVISION NEWS

December 31, 1959

REMARKABLE COMEBACK FOR A GALLANT PERFORMER

- - -

Jane Froman to Dance--for First Time on TV--in Celebrity Contest With Walter Slezak and Bert Lahr on 'Arthur Murray Party'

Jane Froman will make a remarkable comeback -- dancing for the first time in her TV career -- on the NBC-TV Network's "The Arthur Murray Party" colorcast for Tuesday, Jan. 5 (9-9:30 p.m. EST). Miss Froman, Walter Slezak and Bert Lahr will be the "celebrity dance" contestants on the show.

Her singing career interrupted in 1942 when she was crippled in an airplane crash in Lisbon, Portugal, Miss Froman recovered from her injuries after a series of operations and resumed her career as hostess of "The Jane Froman Show" on CBS-TV during 1953-55. She also appeared as a guest on many NBC-TV shows, including "Queen for a Day," "The Walter Winchell Show," "The Buick Berle Show" and "NBC Comedy Hour."

The need for additional surgery forced her retirement from TV in 1957. According to Producer Arthur Murray, "Jane will be dancing on our show to prove to the world that she is now completely recovered."

(more)

Miss Froman will dance in a waltz number with James Starbuck, choreographer on "The Arthur Murray Party." Hostess Kathryn Murray will perform in a comedy sketch based on television melodramas. The Arthur Murray Dancers are featured.

Jane Froman also guest stars on the NBC-TV Network's "Bell Telephone Hour" colorcast Friday, Jan. 1 (8:30-9:30 p.m. EST).

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NBC-New York, 12/31/59

(M THE NATIONAL BROADCASTING COMPANY
r Rockefeller Plaza, New York 20, N. Y.

December 31, 1959

PRESIDENT'S STATE OF THE UNION MESSAGE
ON NBC TELEVISION AND RADIO NETWORKS

President Eisenhower's State of the Union message before a joint session of Congress Thursday, Jan. 7, will be broadcast live by the NBC Television and Radio Networks from 12:30 to 1:30 p.m. EST.

NOTE TO EDITORS

The NBC Daily News Report will not be issued on New Year's Day. The next mailing will be dated Jan. 4, 1960.

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s Department, Room 320

CAST AND CREDITS FOR 'THE MAN IN THE DOG SUIT,'
TO BE COLORCAST JAN. 8 ON 'ART CARNEY SHOW'

PROGRAM:	"The Man in the Dog Suit," on "The Art Carney Show"
TIME:	NBC-TV Network colorcast Friday, Jan. 8 (8-9:30 p.m. EST)
STARRING:	Art Carney as "The Man in the Dog Suit," and Celeste Holm
ALSO STARRING:	Jessie Royce Landis, Hiram Sherman, Lawrence Weber, Neva Patterson and Orson Bean.
CAST:	Lisa Howard, Roland Wood, Carl Low, John Armstrong, Nat Burns, Jacqueline Bertrand, Carol Southard and Richard McMurray
PRODUCED BY:	David Susskind for Talent Associates, in association with the NBC-TV Network
ASSOCIATE PRODUCER:	Jose Vega
PRODUCTION SUPERVISOR:	Renee Valente
DIRECTED BY:	Henry Kaplan
WRITTEN BY:	Albert Beich and William H. Wright (from a novel by Edwin Corle)
ADAPTED FOR TELEVISION BY:	Robert Emmett
COSTUMES:	John Boxer
SCENIC DESIGN:	Duane McKinney

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(more)

CAST AND CREDITS FOR 'THE MAN IN THE DOG SUIT,'
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ST:	Lisa Howard, Roland Wood, Carl Low, Jean Kaufmann, Pat Burns, Jacqueline Bertrand, Carol Cochrane and Richard Mahoney
ODUCED BY:	David Sarnoff for Talent Associates, in association with the NBC-TV Network
SOCIATE PRODUCER:	John Vine
ODUCTION SUPERVISOR:	Nancy Valente
RECTED BY:	Henry Jaglom
ITTEN BY:	Albert Salem and William R. Wright (from a novel by Elwin Lewis)
ARTED FOR SERVISION BY:	Robert Lamont
TUMES:	John Dodge
ENIC DESIGN:	Tyana McKinney

* * *
(more)

3 - Credits for 'The Man in the Dog Suit'

STORY

Meek, mild Oliver Walling (Art Carney), a teller in the bank owned by his wife's family, the Stoddards, attends a country club masquerade party with his wife, Martha (Celeste Holm). Dressed as a dashing German shepherd, Oliver casts aside his inhibitions and behaves like a gay dog. The conservative Stoddards are willing to overlook his behavior at the masquerade, until Oliver insists upon wearing his suit around the house and the neighborhood. With a promotion to loan officer of the bank as a bribe, Oliver agrees to forsake his unconventional behavior and become a bonafide member of the stodgy Stoddards. His capitulation to conformity is well under way when he discovers that brother-in-law Henry (Hiram Sherman) is covering up a shady real estate loan for brother-in-law George (Lawrence Weber). Appalled at their hypocrisy, Oliver announces to his bewildered wife that he is returning to Oregon to go into forestry, a field he infinitely prefers to banking. Martha Walling must decide if she will follow the unconventional Oliver or remain with her wealthy and indulgent family.

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NBC-New York, 12/31/59

Credits for 'The Man in the Dog Suit'

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[illegible] Term. 12/31/59

SPONSOR: United Motors Service, General Motors Corporation; and the AC Spark Plug Division of General Motors Corporation

ADVERTISING AGENCIES: Campbell Ewald Company for United Motors Service, and D. P. Brother & Co. for AC Spark Plug Division

POINT OF ORIGINATION: NBC Color Studios, Brooklyn, N. Y.

NBC PRESS REPRESENTATIVES: Betty Lanigan, New York; Jane Westover, Hollywood

* * *

CAST

Oliver Walling.....Art Carney

Martha Walling.....Celeste Holm

Mrs. Stoddard.....Jessie Royce Landis

Henry Stoddard.....Hiram Sherman

George Stoddard.....Lawrence Weber

Eileen Stoddard.....Neva Patterson

Anthony Roberti.....Orson Bean

Ginny Jones.....Lisa Howard

Stewart Peoples.....Roland Wood

Sam Branch.....Carl Low

Mayor.....John Armstrong

Mr. Beal.....Nat Burns

French Lady.....Jacqueline Bertrand

Mrs. Todd.....Carol Southard

Lefty.....Richard McMurray

* * *

(more)